ATTACHMENT I

VIRGINIA SLIMS TENNIS 1991

TOURNAMENT	DATE	PROMOTER	PHILIP MORRIS CONTRIBUTION PRIZE MONEY	PHILIP MORRIS ADVERTISING CONTRIBUTION
VS of Chicago	February 11-17	International Merchandising Corp. (IMG)	$ 280,000	$ 110,000
VS of Oklahoma	February 18-24	Sports Plus	120,000	25,000
VS of Palm Springs	February 5-March 4	International Merchandising Corp. (IMG)	280,000	110,000
VS of Florida	March 4-10	Liddun International	400,000	115,000
VS of Houston	April 15-21	International Merchandising Corp. (IMG)	280,000	85,000
VS of Newport	July 18-21	International Tennis Hall of Fame	280,000	TBD
VS of Albuquerque	August 5-11	Triosports International Inc.	120,000	25,000
VS of Los Angeles	August 12-18	Tournaments Ltd.	280,000	120,000
VS of Washington	August 19-25	ProServ	280,000	100,000
VS of California	November 4-10	International Merchandising Corp. (IMG)	280,000	110,000
VS of Nashville	November 4-10	International Sports Management	120,000	25,000
VS of Philadelphia	November 11-17	International Merchandising Corp. (IMG)	280,000	120,000

2040559940

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS TENNIS 1990 vs. 1991

	1990			1991		
	PM Advertising Contribution	PM Prize Money Contribution	Event Prize Money	PM Advertising Contribution	PM Prize Money Contribution	Event Prize Money
VS of Chicago	$170,000	$400,000	$500,000	$110,000	$280,000	$350,000
VS of Washington	100,000	280,000	350,000	100,000	280,000	350,000
VS of Oklahoma	25,000	120,000	150,000	25,000	120,000	150,000
VS of Palm Springs	90,000	280,000	350,000	110,000	280,000	350,000
VS of Florida	85,000	280,000	350,000	115,000	400,000	500,000
VS of Houston	85,000	180,000	225,000	85,000	280,000	350,000
VS of Newport	30,000	180,000	225,000	TBD	280,000	TBD
VS of Albuquerque	25,000	120,000	150,000	25,000	120,000	150,000
VS of Los Angeles	120,000	280,000	350,000	120,000	280,000	350,000
VS of California	110,000	280,000	350,000	110,000	280,000	350,000
VS of Nashville	25,000	120,000	150,000	25,000	120,000	150,000
VS of Philadelphia	115,000	280,000	350,000	120,000	280,000	350,000
VS Championships	735,000	900,000	1,000,000	800,000	900,000	1,000,000
	$1,715,000	$3,700,000		$1,745,000	$3,900,000	

2040559941

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COMMUNICATIONS WITH PROMOTER

MASTER LETTER

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

February 25, 1991

Trish Faulkner
Virginia Slims of Albuquerque
4575 San Mateo
Albuquerque, NM 87109

Dear Trish:

The time has come to begin planning for the 1991 Virginia Slims of Albuquerque. This "Master Letter" includes information which is vital to you, as well as attachments which you will return to me with your important tournament information. Please retain this letter for reference in preparation for your tournament.

Contract

Please make a special effort to study your Promoter Contract; many questions and most problems will be avoided if you familiarize yourself and your staff with its terms.

POS Materials

In an effort to ensure timely delivery of your POS materials, we have put together a production timeline for your tournament. Please note that the schedule reflects real time; i.e., the actual time it takes to produce an item from receipt of accurate information to shipment. Holding your request pending final sponsors will delay production.

We will print the posters and counter-cards in their final version. The front panels of the three-panel ticket brochure and spectator drawsheet are pre-printed and sent to you for overprinting. You should have the copy and artwork for the inside panels of the ticket brochure, the back quarter panel of the spectator drawsheet and the inside grid prepared locally for overprinting. **NOTE**: Your proposed copy and artwork must be sent to my attention for approval prior to being printed.

Attached are timelines and request forms for these materials. Request forms should be neatly printed or typed and returned to me according to the schedule.

2040559942

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Advertising

Attached are the guidelines for newspaper and magazine advertising as well as an Ad Slick Request Form. The request form should be returned to my attention. It takes five working days to produce and ship the ads.

Your Media Plan must be approved before any ads are shipped, a process which takes a minimum of two weeks. The plan is to consist only of ads provided by us in the sizes shown on Attachment V. If extra charges are incurred because of rush requests and overtime you will be billed for them.

Programs

Per the contract negotiated by WPTTA, WTA and ProServ, a generic Virginia Slims program cover is produced with a national wrap section. We will supply you with a mechanical specific to your tournament. You are responsible for overprinting from the mechanical onto the generic cover. The colors shown on our mechanical are the only acceptable colors to use.

On-Site Materials

Please fill out the enclosed Materials Request Form and return it to my attention at least sixty (60) days prior to your tournament.

According to Attachment I, you are to store certain materials from one year to the next. **NOTE**: It is imperative that you check these materials at least 60 days prior to your tournament in order to enable us to ship replacements in time. You will be billed for any and all shipping and handling charges incurred due to late or rush orders.

Tips for storage:

- Banners should never be stored framed. They should be neatly folded or rolled and stored in a box in a cool, dry storage space. You will be liable for replacement of banners that were improperly stored.
- Chairs can be collapsed for easy storage. (Please check your chair frames for damage and wear and inform me if replacements are needed.)

2040559943

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Pro Shop

The Virginia Slims Pro Shop materials consist of selected items with Virginia Slims Tennis identification that will be sent to you several weeks before your event. You will also receive a Pro Shop Booth which is delivered to the arena and is easily set up for display.

A merchandise order form will be sent to you 60 days prior to your event. The order process takes approximately one month from the time you mail back your completed order form to me to the time the items arrive at your tournament.

You can order the items on a consignment basis; that is, you will only pay for what is sold during the tournament week. Any unsold merchandise must be returned in saleable condition to Kankakee within one month of the tournament along with a form indicating the breakdown of unsold items by size and quantity.

Virginia Slims will pay for the delivery of the concession items to your tournament, but any freight costs to return merchandise are the responsibility of the tournament. Please note that C.O.D. items will not be accepted.

The Virginia Slims Pro Shop concession booth is delivered to your tournament site on your requested date and will be picked up or shipped to another location immediately following the tournament.

The booth will be delivered to you prepaid. The truck driver should not ask you for payment of any kind. If you run into any problems, just call us immediately and we can speak to the driver directly if necessary. After the tournament is over, repack the contents carefully and ship the booth per our instructions.

NOTE: Any damage to the Pro Shop booth will be charged to your tournament. Note any damage before the start of the tournament and point it out to our on-site representative; any other damage to the booth will be your responsibility.

PM Sales Force

The PM Sales Force places POS material for the tournament at retail. A supply of posters and counter-cards is sent directly to the local Sales Force for placement. All ticket brochures are sent directly to you for overprinting. You are then to give a quantity to the Sales Force. I will give you the name of the PM Sales Force contact approximately three months prior to your tournament.

2040559944

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

As a helpful hint, may I suggest taking some time to work closely with the Sales Force. The more they feel part of the event, the harder they will work to provide maximum visibility.

Debra Miller, Coordinator, Trade Relations, will be contacting you in order to arrange customer hospitality during the semifinals or finals. This is a brunch or cocktail party at which key PM customers are entertained.

NOTE: Information on Philip Morris hospitality should be communicated to the WTA for inclusion on the Fact Sheet.

Charity

According to Attachment V, your designated charity appears in all ROP and on your program cover and spectator drawsheet. It is imperative that we approve your charity before POS and Ad Slick requests are submitted.

I hope that the information included in this "Master Letter" is helpful to you in organizing for Virginia Slims of Albuquerque. If you have any questions, please don't hesitate to call me at (212) 878-2883.

We're all looking forward to working with you to ensure the success of Virginia Slims of Albuquerque.

Sincerely,

Nancy Zimbalist
Operations Coordinator
Virginia Slims Tennis

Attachments

cc: Deane Weissman
Ina Broeman

2040559945

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

A T T A C H M E N T S

I. Tournament Materials

II. Materials Order Form

III. P.O.S. Materials

IV. P.O.S. Materials Order Form

V. R.O.P. Guidelines

VI. Ad Slick Request Form

VII. Media Schedule Format

VIII. Timeline

IX. Contract Information

X. Advertising Guidelines

2040559946

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT I

TOURNAMENT MATERIALS

NAMED EVENTS

5	Black & white logo sheets
3	Color logo sheets
4,000	8-1/2" x 11" letterhead
2,000	Second sheets
6,000	#10 Envelopes
500	10" x 13" envelopes
50	Ceramic ashtrays
1,000	Cold cups
1,000	Hot cups
*16	Player's and lineperson's chairs
*16	Chair seats & backs
*4	3' x 7' V.S. Tennis banners
*2	3' x 3' blank banners
*1	Ginny logo-only banner - 3' x 3'
*6/8	Event named banners 3' x 20' or 3' x 25'
500	Towels
120	Ball person T-shirts
144	Volunteers T-shirts
1 kit	Information signs (w/arrows)
1 set	Operations credentials
TBD	Lanyards/clips
*2	Scoreboards, name/number/alpha sets
1	Pro Shop concession booth
TBD	Pro Shop concession items
400	Box seat signs
6	Concession umbrellas (to be returned to Virginia Slims)
up to 10	Flags (as requested)
200	10" x 13" Tyvek Envelopes (w/PM return address)
500	Press Kit Folders
1	Decal Kit (50 decals per kit)
25	Mini-decal Sheets

*Promoter stores each year - order only if needed.

2040559947

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT II

1991
TOURNAMENT MATERIALS REQUEST FORM

Virginia Slims of _____

Description	Gratis Quantity +	Quantity Requested	= Total Quantity Requested	Due Date
Logo Sheets: B/W	5	_____ /No Charge	_____	_____
Logo Sheets: Color	5	_____ /$10/Each	_____	_____
Letterhead: 8.5"x11"	4,000	_____ /$72/1,000	_____	_____
Second Sheets:	2,000	_____ /$30/1,000	_____	_____
#10 Envelopes:	6,000	_____ /$66/1,000	_____	_____
Envelopes: (10 x 13)	500	_____ /$100/1,000	_____	_____
Tyvek Envs. (10 x 13) (w/PM return address)	200	_____ /$35/10	_____	_____
Press Kit Covers:	500	N/A	_____	_____
Ceramic Ashtrays: Hospitality Room	50	_____ /$65/25	_____	_____
Cold Cups: Hospitality Room/ On-Court/ Players' Lounge	1,000	_____ /$120/1,000	_____	_____
Hot Cups: Hospitality Room/ On-Court/ Players' Lounge	1,000	_____ /$35/1,000	_____	_____

2040559948

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Players' and Linesmens Chairs: (or seats and backs only)	16		_____ /$55/ea.		_____	_____
(Please check current inventory before ordering)						
Banners:						
3' x 20'	6		N/A		_____	_____
or						
3' x 25'	6		N/A		_____	_____
3' x 7'	4		N/A		_____	_____
3' x 3' (Material only - Promoter Screens presenter logo)	2		N/A		_____	_____
3' x 3' (Logo only)	1		N/A		_____	_____
(Please check current inventory before ordering)						
Towels: (On-court for Main Draw only)	480		_____ /$36/dz		_____	_____
Ball Person T-Shirts:	120		_____ /$32/dz		_____	_____
Note: Shipped in dozens	Medium _____ Large _____ X-Large _____ TOTAL _____					
Volunteers T-Shirts:	up to 144		_____ /$40/dz		_____	_____
Note: Shipped in dozens	Medium _____ Large _____ X-Large _____ TOTAL _____					

2040559949

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Information Signage Kit:	1 Kit		N/A		1 Kit	_____
Ball Person	1					
Interview Room	2					
Locker Room (Players Only)	1					
Massage Therapist	1					
Players Lounge	1					
Media Center	2					
Tournament Office	1					
Umpires	1					
Virginia Slims Office	1					
Kraft General Foods Office	1					
WTA Office	1					
WTA Trainer	1					
Reception	3					
Logo only (blanks)	30					
Official Car	10					
Exit	4					
Will Call	2					
Volunteers	1					
Daily Sales	2					
Advance Sales	2					
Tickets	2					
Transportation	5					
Total Signage Kit:	75					
(15 stick-on arrows included)						
Decal Kit: (50 sheets per kit)	1 kit		_____ /$185/each		_____	_____
Mini Decal Sheets:	25		_____ /$1.50/each		_____	_____
Credentials:	1 set		N/A		1 set	_____
Ball Person	125					
Vendor	50					
Player	125					
Player Guest	125					
Special Guest	75					
Staff	75					
Umpire	75					
VIP	75					
Presenter	30					
Official	75					
Usher	100					
Volunteer	200					

2040559950

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Description	Gratis Quantity	+	Quantity Requested	= Total Quantity Requested	Due Date
Box Seat Signs	400		N/A	_____	_____
Scoreboard/Name 6'x4' Number/Alpha Sets:	2		(Outdoor events) _____ /$755/ea.	_____	_____
*Concession Umbrellas	6		N/A	_____	_____
Flags	up to 10		N/A		
Golf Umbrellas:	6		_____ /$12/each	_____	_____

* Concession umbrellas not returned within 10 days following tournament will be billed to promoter at a cost of $100 each.

ITEMS SHIPPED AUTOMATICALLY

Description	Gratis Quantity	+	Quantity Requested	= Total Quantity Requested	Due Date
Pro Shop Concession Booth:	1		N/A	1	_____

2040559951

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

1991 MATERIALS SHIPPING INSTRUCTIONS

Items to Be Shipped:

Arena Address:

Items to Be Shipped:

Printer's Address:

Items to Be Shipped:

Office Address:

Items to Be Shipped:

Additional Address:

2040559952

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT III

VIRGINIA SLIMS P.O.S. MATERIALS - TENNIS

Below is a guideline for preparing P.O.S. materials for Virginia Slims named events.

ITEM	RETAIL POSTER	COUNTER CARD	COUNTER CARD BROCHURE	PROGRAM COVER	SPECTATOR DRAWSHEET
Presenter	x	x	x	x	x
Tournament Name	x	x	x	x	x
Tournament Dates	x	x	x	x	x
Location	x	x	x	x	x
Top 4 Players	NO	NO	NO	NO	NO
Telephone No.	x	x	x	NO	NO
Participating Sponsors	NO	NO	x	NO	x
Charities	NO	NO	NO	x	x

2040559953

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT IV

PRINTED P.O.S. MATERIAL ORDER FORM
VIRGINIA SLIMS OF _____

Tournament Name: _____

Presenter: _____
(Provide repro quality b/w logo slick)

Circle One: Presents Presented By

Tournament Date: _____

Location: _____

Ticket Telephone Number(s): _____

_____

_____

Charity: _____
(PM approval required)

Participating Sponsors:

1. _____
2. _____
3. _____
4. _____

2040559954

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Material Quantities:

Poster
(Promoter's Use = 1,000 maximum) _____
(Sales Force = 750) + 750
TOTAL:

3 Panel Brochure
(Promoter's Use = 75,000 maximum) _____
(Sales Force = 37,500) + 37,500
TOTAL:

Counter Card
(Promoter's Use = 500 maximum) _____
(Sales Force = 750) + 750
TOTAL:

Spectator Drawsheet
(Promoter's Use = 35,000 maximum)
TOTAL: _____

One Panel Brochure
(Promoter's Use - in place of three panel = 75,000 maximum) TOTAL: _____

Programs: ProServ will contact you regarding your order.

Shipping Instructions:

Poster to: _____

Due: _____ _____

_____

_____

Countercard to: _____

Due: _____ _____

_____

_____

2040559955

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Brochure to: _____

Due: _____ _____

_____

_____

Drawsheet to: _____

Due: _____ _____

_____

_____

Program Cover to: _____

Due: _____ _____

_____

_____

2040559956

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT V

VIRGINIA SLIMS R.O.P. - TENNIS

Below is a guideline for preparing R.O.P. for Virginia Slims named events.

SAU SIZES

ITEM	4 x 7	5 x 7	3x10.5	6x10.5	Full Pg Tab	7 x 10 Mag
Presenter	x	x	x	x	x	x
Tournament Name	x	x	x	x	x	x
Tournament Dates	x	x	x	x	x	x
Location	x	x	x	x	x	x
Top 4 Players	x	x	x	x	x	x
Telephone No.	x	x	x	x	x	x
Participating Sponsors	x	x	x	x	x	x
Charities	x	x	x	x	x	x

2040559957

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VI

AD SLICK REQUEST FORM

1991 Virginia Slims of _____

Presenter: _____
(include repro quality b/w logo)

Circle one: Presents Presented by

Dates: _____

Location: _____

_____

Ticket Telephone Number(s): _____

_____

_____

Participating Sponsors:

1. _____
2. _____
3. _____
4. _____

Top Four Players Names: (in order of seeding)

1. _____
2. _____
3. _____
4. _____

Charity: _____
(PM approval required)

2040559958

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ROP SAU sizes and due dates:

Size:	4x7	5x7	3x10.5	6x10.5	Full-pg Tabloid	7x10 Magazine
Quantity:	___	___	_____	_____	_____	_____
Due Date:	___	___	_____	_____	_____	_____

Shipping Instructions: _____

_____

_____

_____

Advertising Check Payable to:
(name and address) _____

_____

_____

_____

Advertising Media Schedule Budget:
(Virginia Slims Contribution) _____

Attach Media Schedule

2040559959

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VII

MEDIA SCHEDULE FORMAT

DATE	PUBLICATION	CLOSING DATE	SIZE	COST

TOTAL:

2040559960

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF CHICAGO FEBRUARY 11-17

Item	Presenter Information	Overlays	In Field	POS #
Poster	10/15	10/29	12/3	56016
Counter Card	10/15	10/29	12/3	56017
Brochure	10/15	10/29	12/3	56018
Spectator Drawsheet	10/15	10/29		56019
Program Cover	10/15	10/29		56020

Ad schedule from Promoter due: November 19

Jumbo Check 56076

2040559961

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF OKLAHOMA FEBRUARY 18-24

Item	Presenter Information	Overlays	In Field	POS #
Poster	10/15	10/29	12/3	56021
Counter Card	10/15	10/29	12/3	56022
Brochure	10/15	10/29	12/3	56023
Spectator Drawsheet	10/15	10/29		56024
Program Cover	10/15	10/29		56025

Ad schedule from Promoter due: November 26

Jumbo Check 56077

2040559962

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF PALM SPRINGS FEBRUARY 25-MARCH 3

Item	Presenter Information	Overlays	In Field	POS #
Poster	10/15	10/29	12/3	56026
Counter Card	10/15	10/29	12/3	56027
Brochure	10/15	10/29	12/3	56028
Spectator Drawsheet	10/15	10/29		56029
Program Cover	10/15	10/29		56030

Ad schedule from Promoter due: December 3

Jumbo Check 56078

2040559963

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF FLORIDA MARCH 4-10

Item	Presenter Information	Overlays	In Field	POS #
Poster	11/5	11/19	1/7	56031
Counter Card	11/5	11/19	1/7	56032
Brochure	11/5	11/19	1/7	56033
Spectator Drawsheet	11/5	11/19		56034
Program Cover	11/5	11/19		56035

Ad schedule from Promoter due: December 10

Jumbo Check 56079

2040559964

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF HOUSTON APRIL 15-21

Item	Presenter Information	Overlays	In Field	POS #
Poster	12/17	1/7	2/18	56036
Counter Card	12/17	1/7	2/18	56037
Brochure	12/17	1/7	2/18	56038
Spectator Drawsheet	12/17	1/7		56039
Program Cover	12/17	1/7		56040

Ad schedule from Promoter due: January 21

Jumbo Check 56080

2040559965

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF ALBUQUERQUE AUGUST 5-11

Item	Presenter Information	Overlays	In Field	POS #
Poster	4/8	4/22	5/27	56041
Counter Card	4/8	4/22	5/27	56042
Brochure	4/8	4/22	5/27	56043
Spectator Drawsheet	4/8	4/22		56044
Program Cover	4/8	4/22		56045

Ad schedule from Promoter due: May 13

Jumbo Check 56081

2040559966

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF LOS ANGELES AUGUST 12-18

Item	Presenter Information	Overlays	In Field	POS #
Poster	4/15	4/29	6/3	56046
Counter Card	4/15	4/29	6/3	56047
Brochure	4/15	4/29	6/3	56048
Spectator Drawsheet	4/15	4/29		56049
Program Cover	4/15	4/29		56050

Ad schedule from Promoter due: May 20

Jumbo Check 56082

2040559967

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF WASHINGTON AUGUST 19-24

Item	Presenter Information	Overlays	In Field	POS #
Poster	4/22	5/6	6/10	56051
Counter Card	4/22	5/6	6/10	56052
Brochure	4/22	5/6	6/10	56053
Spectator Drawsheet	4/22	5/6		56054
Program Cover	4/22	5/6		56055

Ad schedule from Promoter due: May 20

Jumbo Check 56083

2040559968

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF CALIFORNIA NOVEMBER 4-10

Item	Presenter Information	Overlays	In Field	POS #
Poster	7/8	7/22	8/19	56056
Counter Card	7/8	7/22	8/19	56057
Brochure	7/8	7/22	8/19	56058
Spectator Drawsheet	7/8	7/22		56059
Program Cover	7/8	7/22		56060

Ad schedule from Promoter due: August 5.

Jumbo Check 56084

2040559969

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF NASHVILLE NOVEMBER 4-10

Item	Presenter Information	Overlays	In Field	POS #
Poster	7/8	7/22	8/19	56061
Counter Card	7/8	7/22	8/19	56062
Brochure	7/8	7/22	8/19	56063
Spectator Drawsheet	7/8	7/22		56064
Program Cover	7/8	7/22		56065

Ad schedule from Promoter due: August 5.

Jumbo Check 56085

2040559970

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS OF PHILADELPHIA NOVEMBER 11-17

Item	Presenter Information	Overlays	In Field	POS #
Poster	7/15	7/29	8/26	56066
Counter Card	7/15	7/29	8/26	56067
Brochure	7/15	7/29	8/26	56068
Spectator Drawsheet	7/15	7/29		56069
Program Cover	7/15	7/29		56070

Ad schedule from Promoter due: August 12.

Jumbo Check 56086

2040559971

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT VIII

EVENT: VIRGINIA SLIMS CHAMPIONSHIPS NOVEMBER 18-24

Item	Presenter Information	Overlays	In Field	POS #
Poster	6/3	6/17	7/22	56071
Counter Card	6/3	6/17	7/22	56072
Brochure	6/3	6/17	7/22	56073
Spectator Drawsheet	6/3	6/17		56074
Program Cover	6/3	6/17		56075

Ad schedule from Promoter due: August 19.

Jumbo Check 56087

2040559972

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT IX

CONTRACT INFORMATION

TOURNAMENT NAME: _____

TOURNAMENT DATES: _____

TOURNAMENT SITE: _____

PROMOTER BUSINESS NAME: _____

ADDRESS: _____

_____

_____

PRIZE MONEY PAYMENT INFORMATION (for wire transfer)

BANK: _____

ACCOUNT NUMBER: _____

ACCOUNT TITLE: _____

BANK A.B.A. NUMBER: _____

2040559973

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT X

VIRGINIA SLIMS NAMED-EVENTS

ADVERTISING GUIDELINES

FTC regulations require that cigarette advertising inlude one of four different warnings in rotating sequence.

Warnings are rotated quarterly. The following rotation has been assigned to Virginia Slims:

Quarter	Statement
First Quarter 1/1 - 3/31	C SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.
Second Quarter 4/1 - 6/30	D Cigarette Smoke Contains Carbon Monoxide.
Third Quarter 7/1 - 9/30	A Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.
Fourth Quarter 10/1 - 12/31	B SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

For advertisements in newspapers, magazines or periodicals, the warning used is the one for the quarter in which the issue or cover is dated. For periodicals with cover dates spanning two or more quarters (e.g. Fall/Winter; September/October), the warning which is used is the one for the quarter that coincides with the on-sale date (e.g., if Fall/Winter issue is available for public distribution on September 15, warning Statement A is correct).

When submitting ads for placement, particularly when your Media Schedule crosses quarters, it is encumbent upon you to ensure that the correct warning is used.

2040559974

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS NAMED-EVENTS

ADVERTISING GUIDELINES
(Continued)

Warning boxes (the framed warning statement that appears in ads) are surrounded by an inviolable "safety area." No copy, graphic or pictures may fall within that safety area. The background of the warning box must always be white and the type black. T&N statements (tar and nicotine) are similarly protected, though without benefit of the frame. Further, the size of the warning and T&N statements relative to the overall ad size is mandated by law. **IT IS ILLEGAL TO IN ANY WAY ALTER THE SIZE, POSITION, SAFETY AREA OR CONTENT OF THESE STATEMENTS!**

If you have any questions regarding the foregoing, please call Deane Weissman at (212) 880-3476 prior to placement.

2040559975

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040559976

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040559977

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ADVERTISING
(NAMED EVENTS ONLY)

Budget Allocations

- Determined by Philip Morris Media Department and based upon the size of the media market and prize money of the tournament (see attached 1990 budget allocation attached to Promoter Contract Approval Request).
- In June, Manager, Virginia Slims Tennis, meets with Media Department to give specifications of following year's named events.
- Budget determined by Media Department based on specifications: prize money, market, total potential attendance.
- Budgets submitted for approval in August for following year.

Advertising Schedule

- Originated by promoter after receiving letter from Manager, Virginia Slims Tennis (sample attached).
- Must be returned to Manager, Virginia Slims Tennis, for approval along with Ad Slick Request form (sample attached) one hundred and twenty (120) days prior to the tournament.
- Schedule approved by Media Department (takes at least ten (10) business days). Any cost discrepancies to be relayed back to the promoter by the Manager, Virginia Slims Tennis, within fifteen (15) business days.
- Any changes to the schedule by the promoter must be submitted in the form of a full revised schedule.

Payment

- Promoter is paid two-three weeks after schedule is approved.

Ad Production

- Agency Ad Slick Request form sent to Leo Burnett (sample attached).
- Leo Burnett returns ad slicks stats to Coordinator, Operations for Legal Department to approve warning box.
- Ad slicks sent to promoter by Leo Burnett after approval.

Tear Sheets

- One tear sheet per scheduled insertion is required from the promoter.
- Tear sheets are submitted to the on-site Virginia Slims representative during the tournament week.
- Tear sheets must be for unaltered, Philip Morris produced ads.
- Virginia Slims must have all tear sheets before the promoter receives the final prize money check.

Advertising Guidelines

- See attached.

2040559978

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

*1991 VIRGINIA SLIMS ADVERTISING BUDGET

TOURNAMENT		BUDGET
California	$	110,000
Washington		100,000
Oklahoma		25,000
Florida		115,000
Houston		85,000
Newport		TBD
Albuquerque		25,000
Los Angeles		120,000
Palm Springs		110,000
Nashville		25,000
Philadelphia		120,000
Chicago		110,000
Championships		800,000

*Dollars are based on Media Department figures to advertise in each market. Budget should be reviewed with Media Department each year in June for the following year.

2040559979

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS NAMED-EVENTS

ADVERTISING GUIDELINES

FTC regulations require that cigarette advertising include one of four different warnings in rotating sequence.

Warnings are rotated quarterly. The following rotation has been assigned to Virginia Slims:

Quarter	Statement
First Quarter 1/31/-3/31	C SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.
Second Quarter 4/1-6/30	D SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
Third Quarter 7/1-9/30	A SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.
Fourth Quarter 10/1-12/31	B SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

For advertisements in newspapers, magazines or periodicals, the warning used is the one for the quarter in which the issue or cover is dated. For periodicals with cover dates spanning two or more quarters (e.g. Fall/Winter; September/October), the warning which is used is the one for the quarter that coincides with the on-sale date (e.g., if Fall/Winter issue is available for public distribution on September 15, warning Statement A is correct).

When submitting ads for placement, particularly when your Media Schedule crosses quarters, it is encumbent upon you to ensure that the correct warning is used.

2040559980

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS NAMED-EVENTS

ADVERTISING GUIDELINES
(Continued)

Warning boxes (the framed warning statement that appears in ads) are surrounded by an inviolable "safety area." No copy, graphic or pictures may fall within that safety area. T&N statements (tar and nicotine) are similarly protected, though without benefit of the frame. Further, the size of the warning and T&N statements relative to overall ad size is mandated by law. IT IS ILLEGAL TO IN ANY WAY ALTER THE SIZE, POSITION, SAFETY AREA, OR CONTENT OF THESE STATEMENTS!

If you have any questions regarding the foregoing, please call Deane Weissman at (212) 880-3476 prior to placement.

2040559981

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS P.O.S. MATERIALS - TENNIS

Below is a guideline for preparing P.O.S. materials for Virginia Slims named events.

ITEM	RETAIL POSTER	COUNTER CARD	COUNTER CARD BROCHURE	PROGRAM COVER	SPECTATOR DRAWSHEET
Presenter	x	x	x	x	x
Tournament Name	x	x	x	x	x
Tournament Dates	x	x	x	x	x
Location	x	x	x	x	x
Top 4 Players	NO	NO	NO	NO	NO
Telephone No.	x	x	x	NO	NO
Participating Sponsors	NO	NO	x	NO	x
Charities	NO	NO	NO	x	x

2040559982

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS R.O.P. - TENNIS

Below is a guideline for preparing R.O.P. for Virginia Slims-named events.

SAU SIZES

ITEM	4 x 7	5 x 7	3x10½	6x10½	Full Pg Tab	6x10½ Give-Away Ad	7 x 10 Mag
Presenter	x	x	x	x	x	NO	x
Tournament Name	x	x	x	x	x	x	x
Tournament Dates	x	x	x	x	x	x	x
Location	x	x	x	x	x	x	x
Top 4 Players	x	x	x	x	x	NO	x
Telephone No.	x	x	x	x	x	x	x
Participating Sponsors	x	x	x	x	x	NO	x
Charities	x	x	x	x	x	NO	x

2040559983

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

AD SLICK REQUEST FORM

1991 Virginia Slims of _____

- Presenter: _____
  (include repro quality B/W logo)

- Dates: _____

- Location: _____
  _____

- Ticket Telephone Number(s): _____
  _____
  _____

- Participating
  Sponsors:
  1. _____
  2. _____
  3. _____
  4. _____

- Giveaway Ad (SAU 6x10 1/2):

  Day and Date: _____
  Starting Time: _____

- Top Four
  Players Names:
  1. _____
  2. _____
  3. _____
  4. _____

- Charity
  (PM approval required): _____

2040559984

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

. ROP SAU sizes and due dates:

size:	4x7	5x7	3x10 1/2	6x10 1/2	Full-page Tabloid	7x10 Magazine
quantity:	___	___	_____	_____	_____	_____
due date:	___	___	_____	_____	_____	_____

. Shipping Instructions: _____
_____
_____
_____

. Advertising Check Payable to:
(name and address) _____
_____
_____
_____

. Advertising Media Schedule Budget: _____
(Virginia Slims Contribution)

. Attach Media Schedule

2040559985

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Bill Hanekamp DATE:

CC: Ina Broeman
Deane Weissman
Leo McCullagh
Julie Greene
Dave Etz
Elvena Newsome
Valerie Jordan
Kevin McCann

FROM: Nancy Zimbalist

RE: AD SLICKS REQUEST
VIRGINIA SLIMS OF _____

DATE: _____

LOCATION: STADIUM _____
CITY, STATE _____

PRESENTER: _____ (art attached)

CIRCLE ONE: PRESENTS PRESENTED BY

TICKET TELEPHONE #(S) _____

REQUIRED ROP SIZES (CIRCLE):

SAU 3x10.5 SAU 5x7
SAU 6x10.5 FULL PAGE TAB
SAU 4x7 7x10 Mag
Other: _____

Player Names/Schwab Graphic (Circle): _____

Participating Sponsors: _____

Charity: _____

Ship to: _____

Phone: _____

Ads due to PM for approval: _____

2040559986

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040559987

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040559988

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POINT OF SALES MATERIALS (P.O.S.)
(NAMED EVENTS ONLY)

- POSTER
- COUNTER CARD (SEE GRAPHICS)
- COUNTER CARD BROCHURE
- PROGRAM COVER
- SPECTATOR DRAWSHEET

Timeline (See Production Plan attached)

- In July for tournaments through April of the following year and September for tournaments May through November of the following year, Manager, Virginia Slims Tennis, sends the promoter a "Master Letter", including a P.O.S. Material Order Form (sample attached-see Communications With Promoter).
- 120 days prior to the event, the promoter returns completed order form to Coordinator, Operations.
- Coordinator, Operations, then sends a P.O.S. Request to Agency form (sample attached) to Leo Burnett.
- Coordinator, Operations, fills out a Purchase Requisition form and gives to the Purchasing Department after obtaining appropriate approvals (see Internal Procedures).
- 45 days after promoter has supplied information (approximately 3 months prior to the event), P.O.S. materials are due in the field.
- An allocation of posters and counter cards are sent directly to the Sales Force and promoter.
- All brochures are sent to the promoter for printing of inside panels. Promoter contacts Sales Force to pick up printed brochures.
- The program cover is printed generically by a company designated by the WPTTA. Coordinator, Operations, send mechanical overlay to promoter with tournament specific information for overprinting.

2040559989

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POSTER

12"

27"

VIRGINIA SLIMS
OF
CHICAGO

FEBRUARY 12-18
UIC PAVILION
CHICAGO, IL
FOR TICKET INFORMATION
(312) 872-2656 (312) 902-1919
Office Ticketron

SPONSORED BY
VIRGINIA SLIMS CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Lights 9 mg "tar," 0.7 mg nicotine 100's 15 mg "tar," 1.1 mg nicotine 120's 14 mg "tar," 1.0 mg nicotine Ultra Lights 6 mg "tar," 0.5 mg nicotine av per cigarette by FTC method

POSTER MUST INCLUDE: —"SPONSORED BY VIRGINIA SLIMS CIGARETTES."
—PACK ART
—TAR AND NICOTINE CONTENT
—WARNING BOX

GRAPHIC SUBJECT TO CHANGE

COUNTER-CARD

10"

13½'

VIRGINIA SLIMS
OF
INDIAN WELLS

PRESENTED BY
DUPONT CoolMax

FEB. 26-
MAR. 4

HYATT GRAND
CHAMPIONS
RESORT
INDIAN WELLS, CA

FOR TICKET
INFORMATION
PLEASE CALL:
(619) 341-2757
TICKETRON
(213) 410-1062

PLEASE TAKE ONE

VIRGINIA SLIMS WOMEN'S TENNIS

KRAFT GENERAL FOODS

←POCKET

SPONSORED BY VIRGINIA SLIMS CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

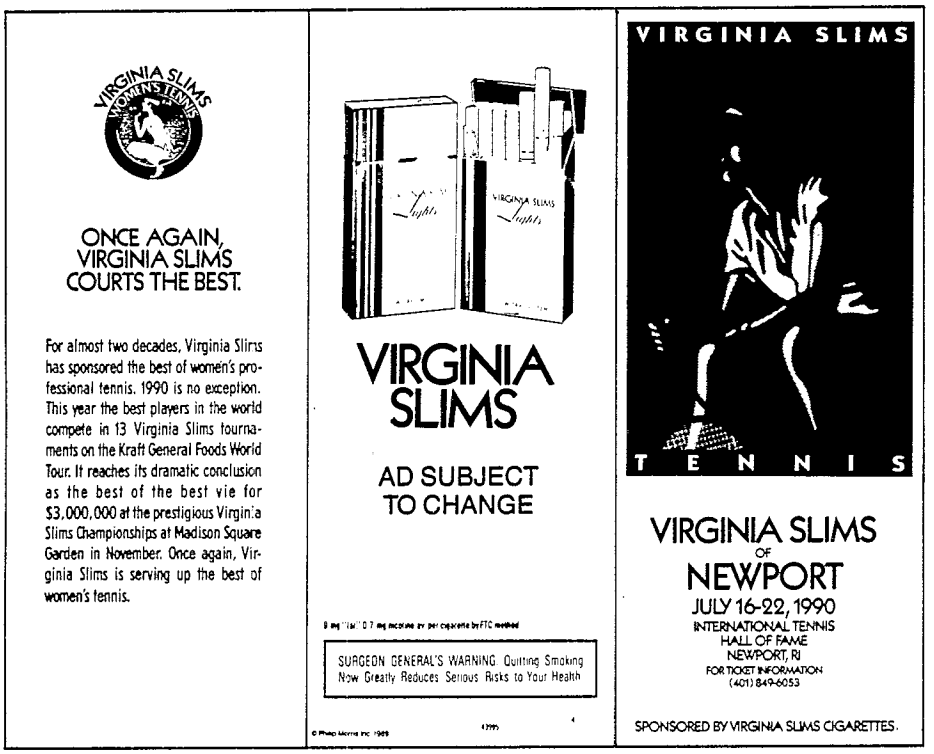
Lights 9 mg "tar," 0.7 mg nicotine 100's 15 mg "tar," 1.1 mg nicotine 120's 14 mg "tar," 1.0 mg nicotine Ultra Lights 6 mg "tar," 0.5 mg nicotine av per cigarette by FTC method

COUNTER CARD MUST INCLUDE: —"SPONSORED BY VIRGINIA SLIMS CIGARETTES."
—PACK ART
—TAR AND NICOTINE CONTENT
—WARNING BOX

2040559990

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

THREE-PANEL TICKET BROCHURE



GRAPHIC SUBJECT TO CHANGE

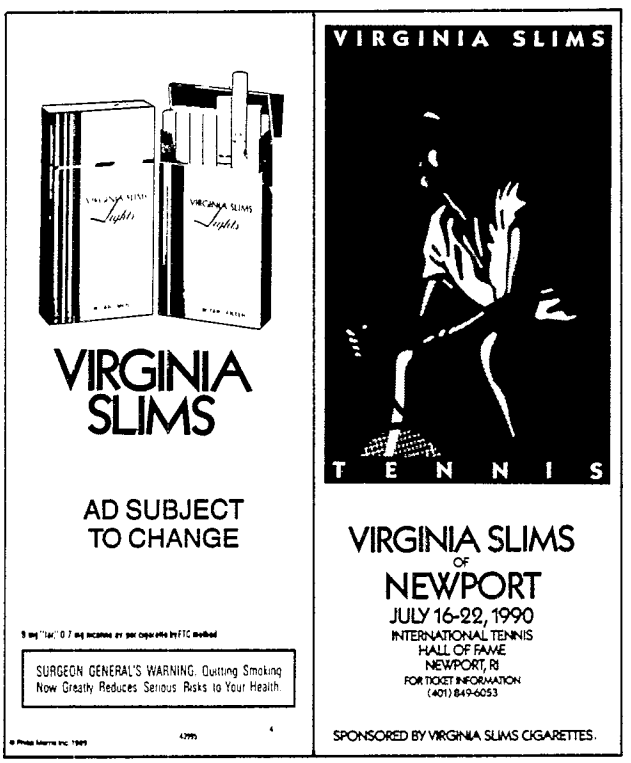
SHIPPED FLAT 8 UP TO PROMOTER'S PRINTER. INSIDE PANELS ARE OVERPRINTED WITH TOURNAMENT INFORMATION.

TICKET BROCHURE IS ALSO USED BY THE PROMOTER FOR DIRECT MAIL AND MUST FIT INTO A #10 ENVELOPE.

8½"

3 OUTSIDE PANELS 3½"

ONE-PANEL TICKET BROCHURE



8½"

GRAPHIC SUBJECT TO CHANGE

TICKET BROCHURE MUST INCLUDE:
—"SPONSORED BY VIRGINIA SLIMS CIGARETTES."
—PACK ART
—TAR AND NICOTINE CONTENT
—WARNING BOX

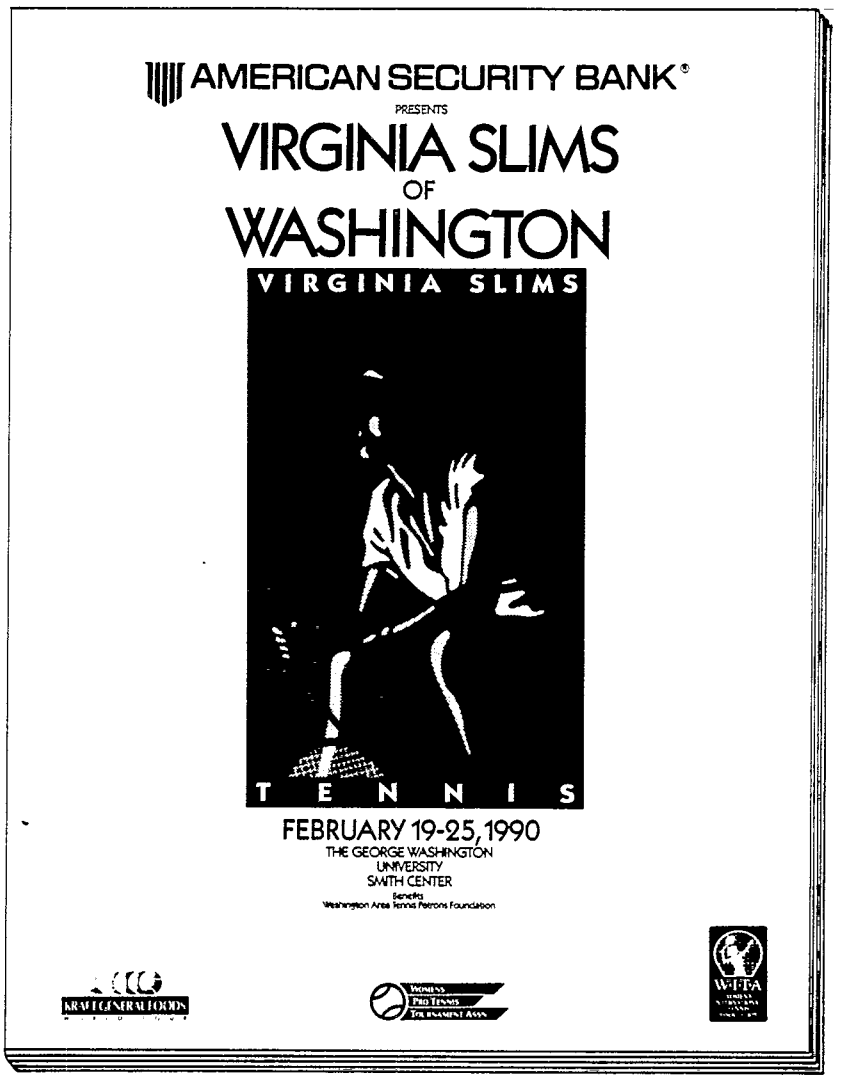
3½" BACK

3½" FRONT

2040559991

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PROGRAM COVER



11″

8 1/2″

REDESIGNED EACH YEAR.
GENERIC COVER (GRAPHIC AND LOGOS)
PRINTED BY COMPANY DESIGNATED
BY WPTTA.
PROMOTER OVERPRINTS TOURNAMENT
SPECIFIC INFORMATION FROM MECHANICAL
PROVIDED BY VIRGINIA SLIMS.

2040559992

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SPECTATOR DRAWSHEET

BACK

FRONT

PROMOTER TO OVERPRINT

BRAND AD SUBJECT TO CHANGE

VIRGINIA SLIMS OF CHICAGO

FEBRUARY 12-18, 1990
UIC PAVILION
CHICAGO, IL
Participating Sponsors
Habitat Corporate Suites

GRAPHIC SUBJECT TO CHANGE

8½"

8½"

SHIPPED 4-UP, FLAT TO PROMOTER.
PROMOTER OVERPRINTS INSIDE AND UPPER HALF OF BACK PAGE.

2040559993

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #3743
PM USA REV. 4/87
COMP. A50/(5)

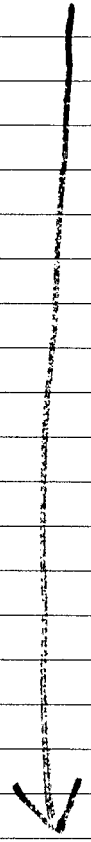
PRODUCTION PLAN FOR

TOURNAMENT NAME

DATE: DATE OF TOURNAMENT

WEEK OF

ITEM																	
MATERIAL FORMS SENT OUT ETC.																	



2040559994

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PRINTED P.O.S. MATERIAL ORDER FORM
VIRGINIA SLIMS OF _____

° Tournament Name: _____

° Presenter: _____
(Provide repro quality b/w logo slick)

° Tournament Date: _____

° Location: _____

° Ticket Telephone Number(s): _____

_____

_____

° Charity: _____
(PM approval required)

° Participating
Sponsors:
1. _____
2. _____
3. _____
4. _____

° Material Quantities:

Poster
(Promoter's Use = 1,000 maximum) _____
(Sales Force = 750) + 750
TOTAL:

3 Panel Brochure
(Promoter's Use = 75,000 maximum _____
(Sales Force = 37,500) + 37,500
TOTAL:

2040559995

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

° Material Quantities: (Continued)

Counter Card
(Promoter's Use = 500 maximum) _____
(Sales Force = 750) + 750
TOTAL:

Spectator Drawsheet
(Promoter's Use = 35,000 maximum)
TOTAL: _____

One Panel Brochure
(Promoter's Use - in place of three
panel = 75,000 maximum) TOTAL: _____

° Programs: Proserv will contact you regarding your order.

° Shipping Instructions:

Poster/Countercard to: _____

Due: _____ _____

_____

_____

Brochure, Drawsheet to: _____

Due: _____ _____

_____

_____

2040559996

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Bill Hanekamp DATE:

FROM: Nancy Zimbalist

CC: Ina Broeman
Deane Weissman
Leo McCullagh
Julie Greene
David Etz
Kevin McCann
Valerie Jordan
Elvena Newsome

Re: P.O.S. REQUEST TO AGENCY
VIRGINIA SLIMS OF _____

Please provide keylines for the following P.O.S. pieces for the above tournament.

Circle:

POSTER

COUNTER CARD

COUNTER CARD BROCHURE

PROGRAM COVER

SPECTATOR DRAWSHEET

Information should appear as follows:

Location: _____
(Stadium, City etc. _____

Date: _____

Presenter: _____

Circle One: _____

Ticket Telephone # (s): _____
_____

*Participating Sponsors: _____
_____
_____
_____

Charity: _____

Due Date at PM: _____

Thank you.

*To appear on counter card brochure and spectator drawsheet only.

2040559997

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040559998

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ON SITE TOURNAMENT
MATERIALS/DRAWINGS

2040559999

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ON-SITE TOURNAMENT MATERIALS
NAMED AND NON-NAMED EVENTS

Procedures and Timeline

- In July for tournaments through April of the following year and September for tournaments May through November of the following year, Manager, Virginia Slims Tennis, sends "Master Letter" including Tournament Materials Request form to promoter.

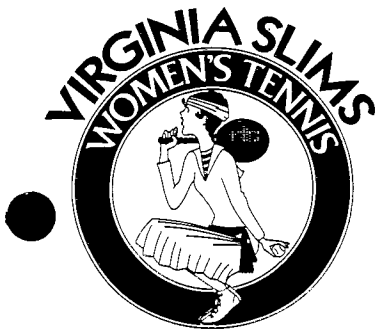
- Six (6) months prior to the event, the promoter returns the completed order form to Coordinator, Operations.

- Coordinator, Operations, fills out an In-House Requisition form and gives to Merchandising Distribution Department (see Internal Procedures - In-House Requisition form).

- Materials shipped to the promoter according to the schedule requested on order form.

2040560000

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000



© Philip Morris Inc. 1990

2040560001

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

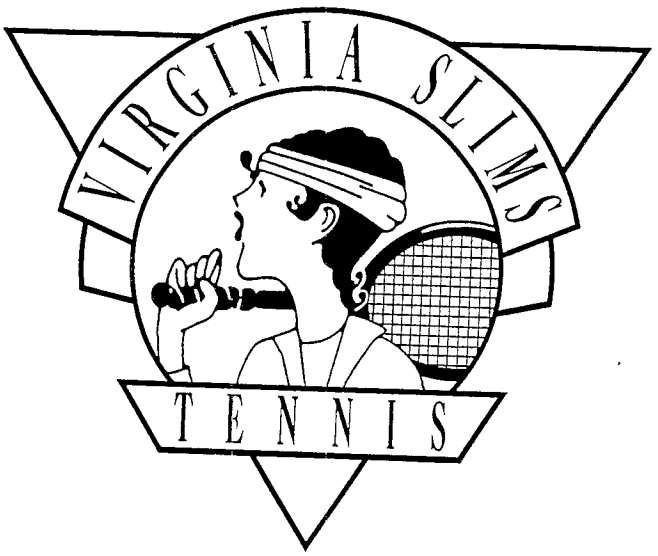
VIRGINIA SLIMS TENNIS

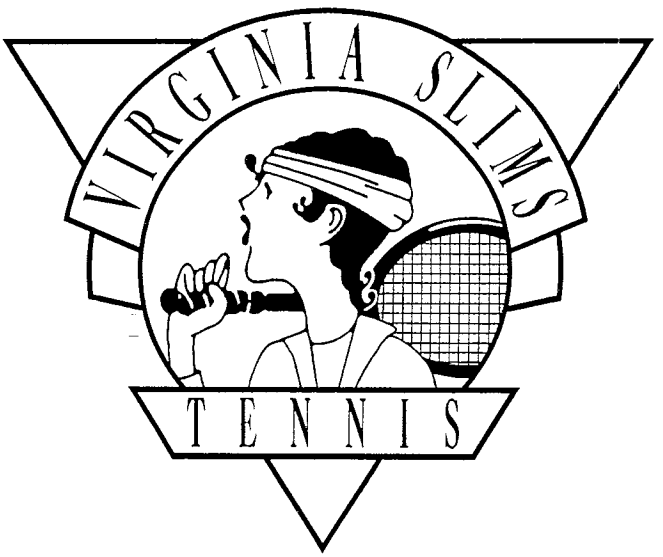
VIRGINIA SLIMS TENNIS

VIRGINIA SLIMS TENNIS

2040560002

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000





2040560003

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Tennis Ginny Logo Art

FOUR COLOR PROCESS	PANTONE MATCHING SYSTEM (P.M.S.) SEVEN COLORS
90% RED, 10% BLUE (over 60% yellow base) (inline, circle background, Virginia Slims logo type)	P.M.S. 200-C (inline, circle background, Virginia Slims logo type)
REVERSE	REVERSE
90% RED, 10% BLUE (over 60% yellow base) (Lips)	P.M.S. 200-C (Lips)
REVERSE (tennis racket highlight)	REVERSE (tennis racket highlight)
Area behind tennis strings—WHITE	Area behind tennis strings—WHITE
30% YELLOW, 10% RED (flesh tones)	P.M.S. 148-C (flesh tones)
90% RED, 10% BLUE (over 60% yellow base) (stripes in T-shirt)	P.M.S. 200-C (stripes in T-shirt)
REVERSE	REVERSE
REVERSE (inline, type, outline)	REVERSE (inline, type, outline)
10% RED, 80% BLUE (inner circle background)	P.M.S. 298-C (inner circle background)
90% RED, 10% BLUE (over 60% yellow base) (waist sash)	P.M.S. 200-C (waist sash)
30% YELLOW, 10% RED (flesh tones)	P.M.S. 148-C (flesh tones)
BLACK (keylines outlining figure)	BLACK (keylines outlining figure)
REVERSE (stockings, outline around shoes)	REVERSE (stockings, outline around shoes)

2040560004

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

KRAFT GENERAL FOODS

WORLD TOUR

2040560005

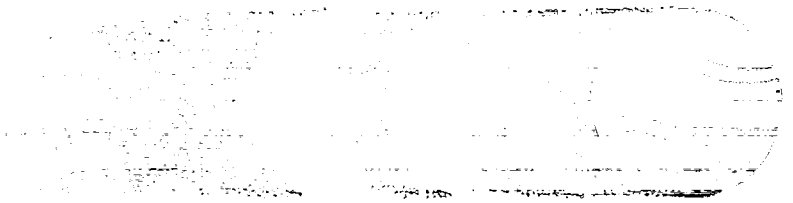
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COLOR REPRODUCTION

PROCESS

The logo reproduced below is camera ready for four color process separation.

For separated elements, see below—match Pantone to process.



KRAFT GENERAL FOODS

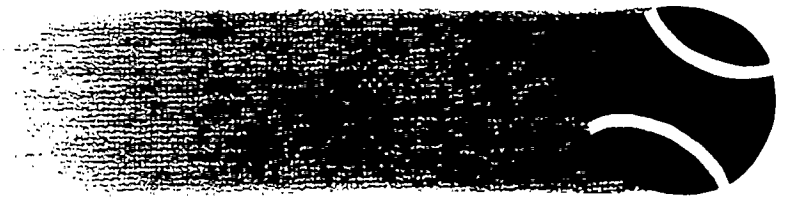
WORLD TOUR

FOUR COLOR PANTONE®

The logo below is separated for solid-ink line reproduction as reproduced above.

Colors: **World Tour:** Black
KGF bar: Pantone 201
Ball Background: Pantone 109
Ball Shading: Pantone Cool Grey #6

Three-Color PMS. If necessary logo may be reproduced in three colors where World Tour may be printed in Cool Grey #6 in place of Black.



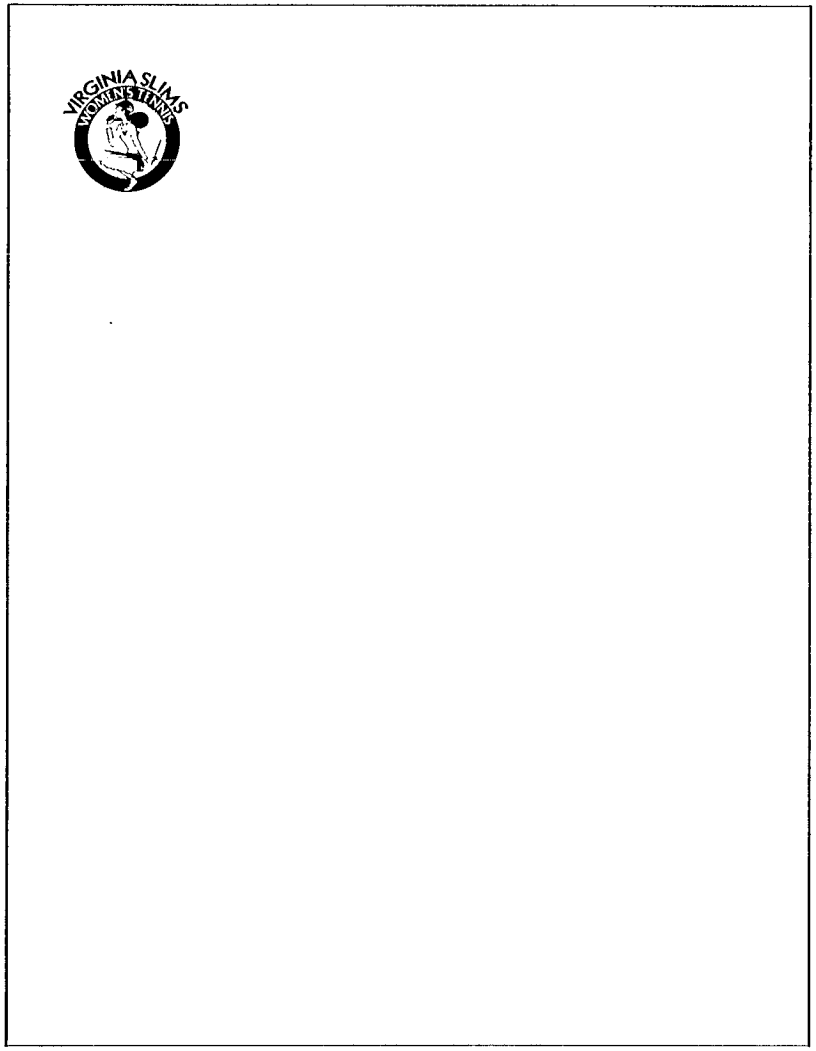
KRAFT GENERAL FOODS

WORLD TOUR

2040560006

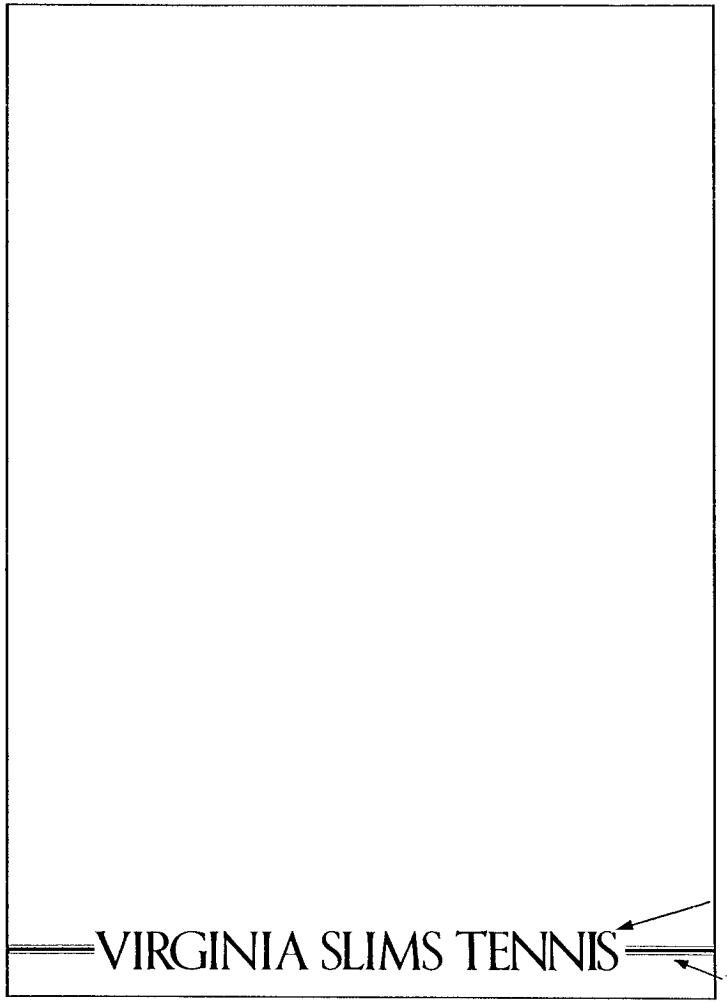
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

8½'' x 11'' LETTERHEAD



WHITE WITH FULL COLOR LOGO.
PROMOTER OVERPRINTS NAME
OF TOURNMENT.

7½" × 10½" NOTEPAD



TWO COLOR: RED (PMS 200) AND BLUE (PMS 280)
ON WHITE.

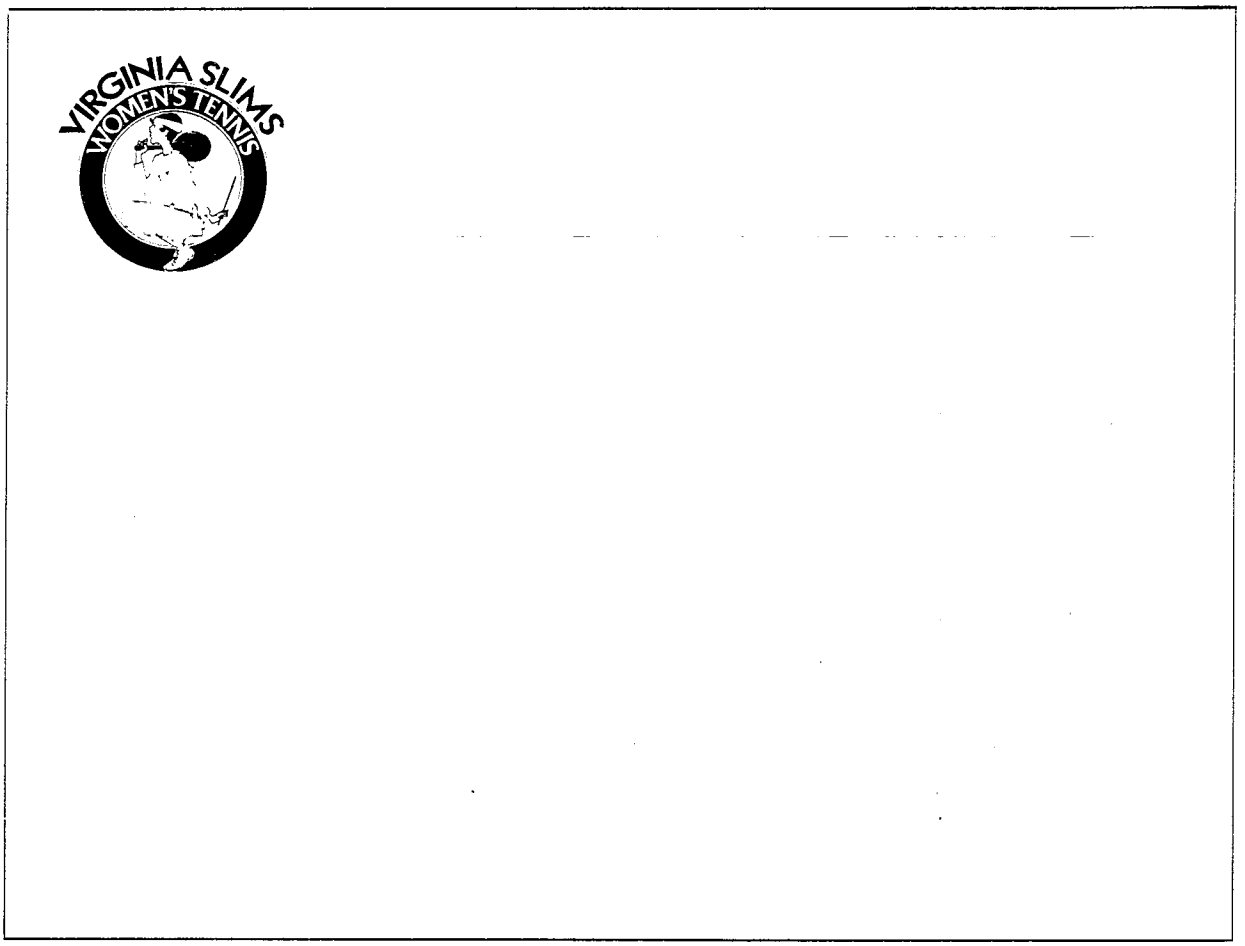
2040560007

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

LARGE ENVELOPE

WHITE WITH FULL COLOR LOGO.
NO RETURN ADDRESS PRE-PRINTED ON ENVELOPE.

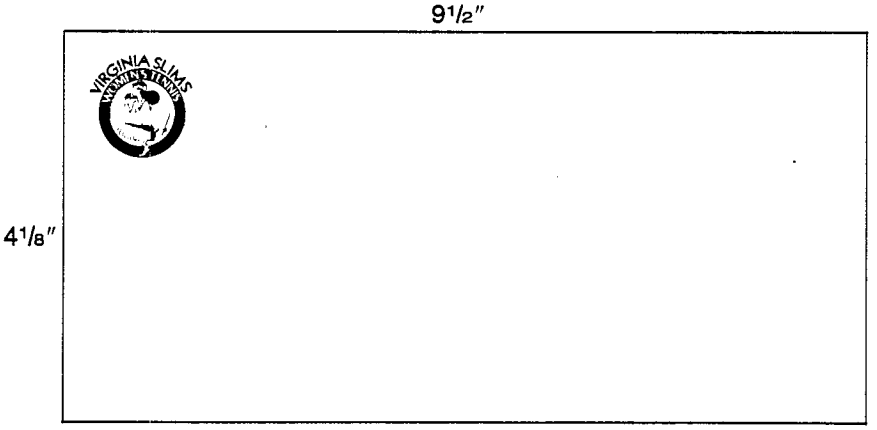
13″



10″

#10 ENVELOPE

9 1/2″



4 1/8″

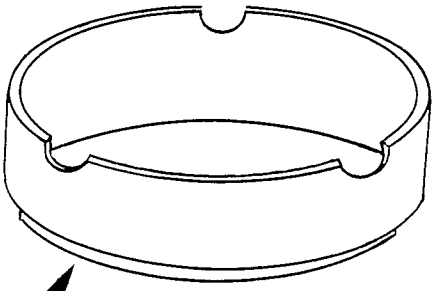
WHITE WITH FULL COLOR LOGO.
NO RETURN ADDRESS PRE-PRINTED ON ENVELOPE.

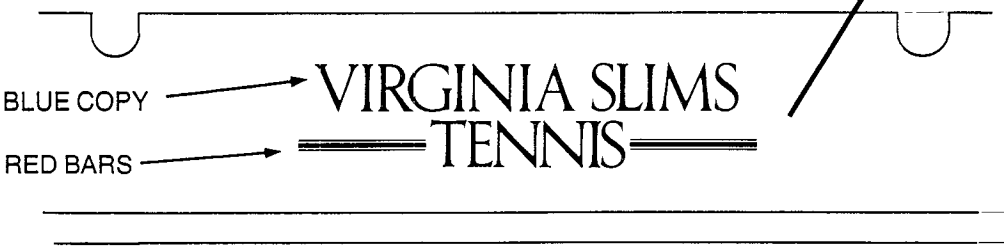
2040560008

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CERAMIC ASHTRAY

WHITE WITH TWO COLOR BLUE (PMS 280) AND RED (PMS 200) COPY THREE TIMES AROUND THE PERIMETER.

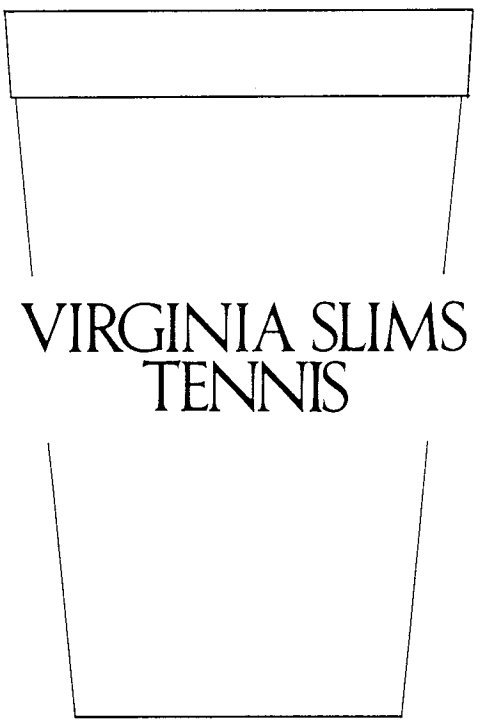




6 OUNCE HOT CUP

6 OUNCE WHITE STYROFOAM WITH FULL COLOR GINNY LOGO.
LOGO PRINTED ON 2 SIDES.

22 OUNCE COLD CUP



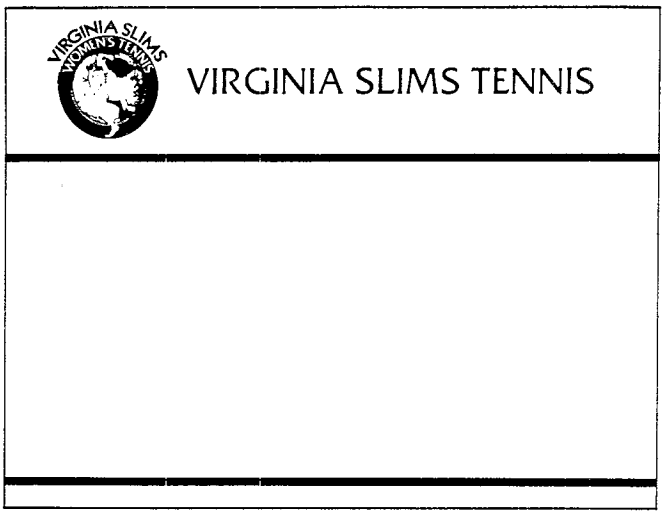
ONE COLOR LOGO PRINTS RED (PMS 200) ON WHITE PLASTIC CUP.
LOGO PRINTED ON 2 SIDES.

2040560009

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

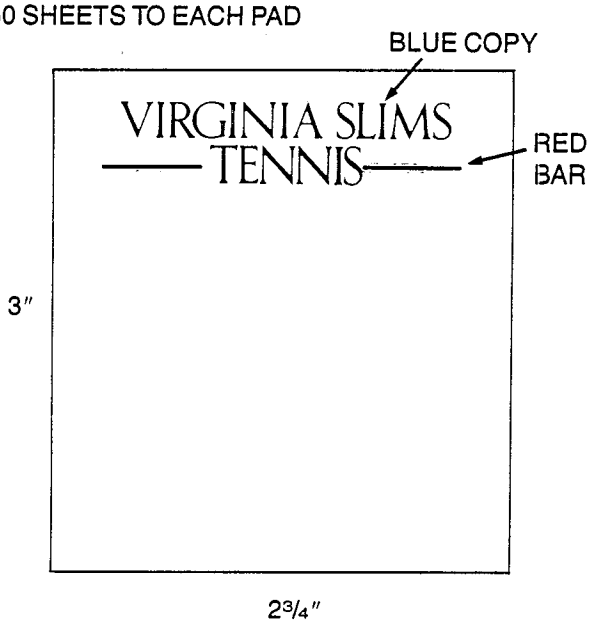
MAILING LABEL

WHITE WITH FULL COLOR LOGO.
RED (PMS 200) COPY WITH RED (PMS 200) BARS.

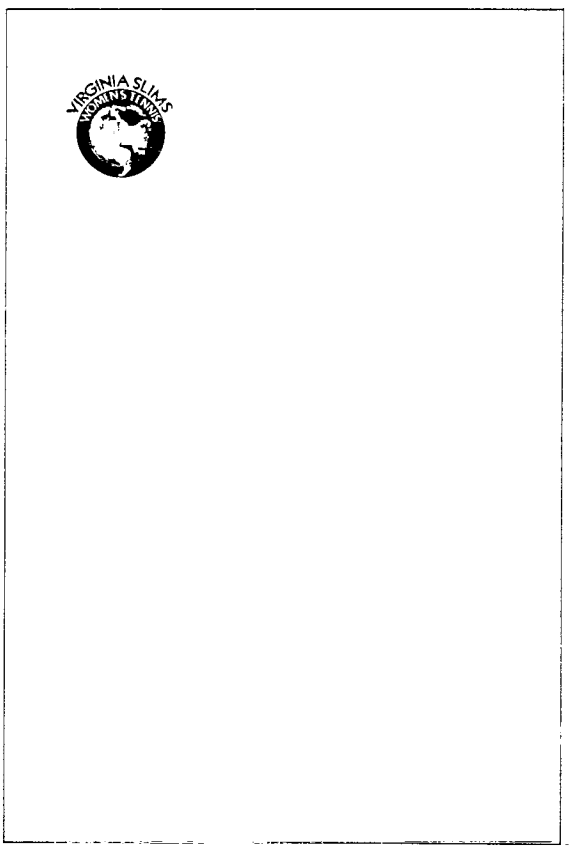


POST-IT NOTE PAD

WHITE PAPER WITH TWO COLOR RED (PMS 200)
AND BLUE (PMS 280) IMPRINT.
50 SHEETS TO EACH PAD



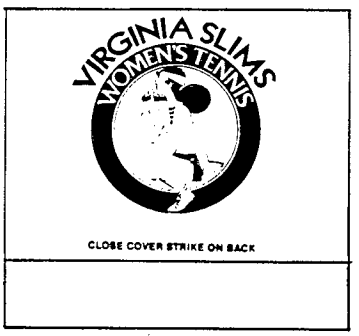
4" × 6" NOTEPAD



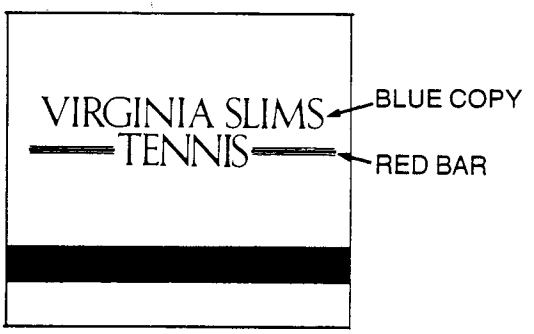
WHITE WITH FULL
COLOR LOGO.

MATCHBOOK COVER

FRONT: WHITE WITH FULL COLOR LOGO.
BACK: PRINTS TWO COLOR RED (PMS 200)
AND BLUE (PMS 280) ON WHITE. (STANDARD SIZE)



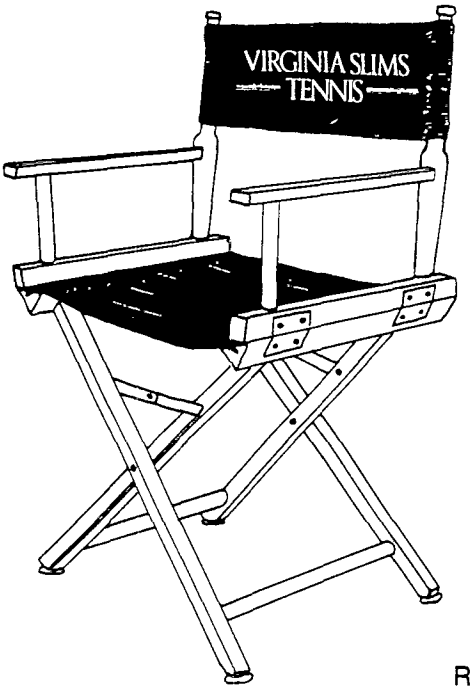
FRONT



BACK

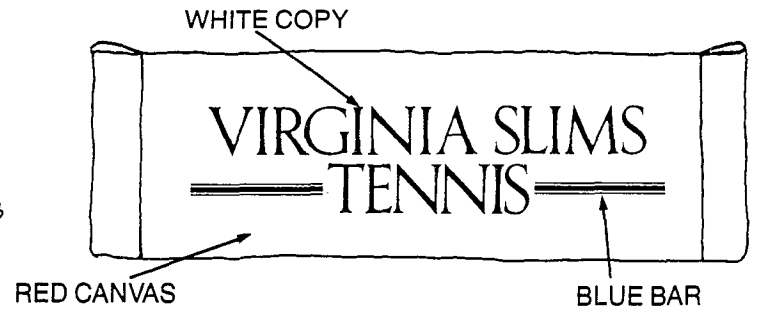
2040560010

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000



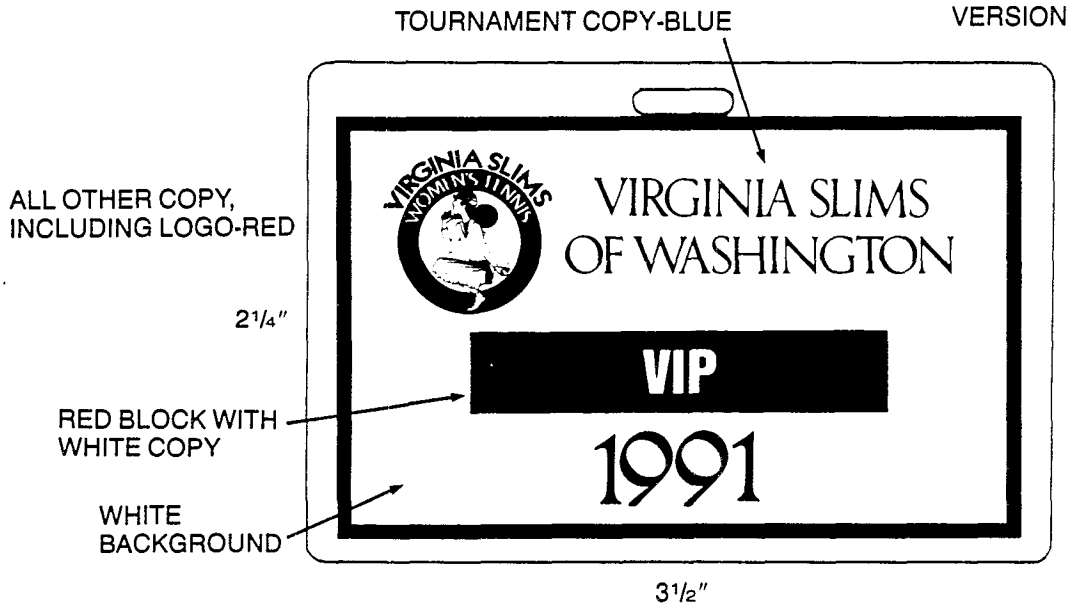
LINES PERSON CHAIR SEAT BACK

BOTH SIDES OF SEAT BACK IMPRINTED WHITE ON RED (PMS 200) CANVAS WITH BLUE (PMS 280) BARS.



OPERATIONS CREDENTIALS

WHITE BACKGROUND WITH BLUE (PMS 280C)
TOURNAMENT NAME COPY LOGO IN RED (PMS 200C).
PRINTED ON PAPER THEN LAMINATED IN PLASTIC.

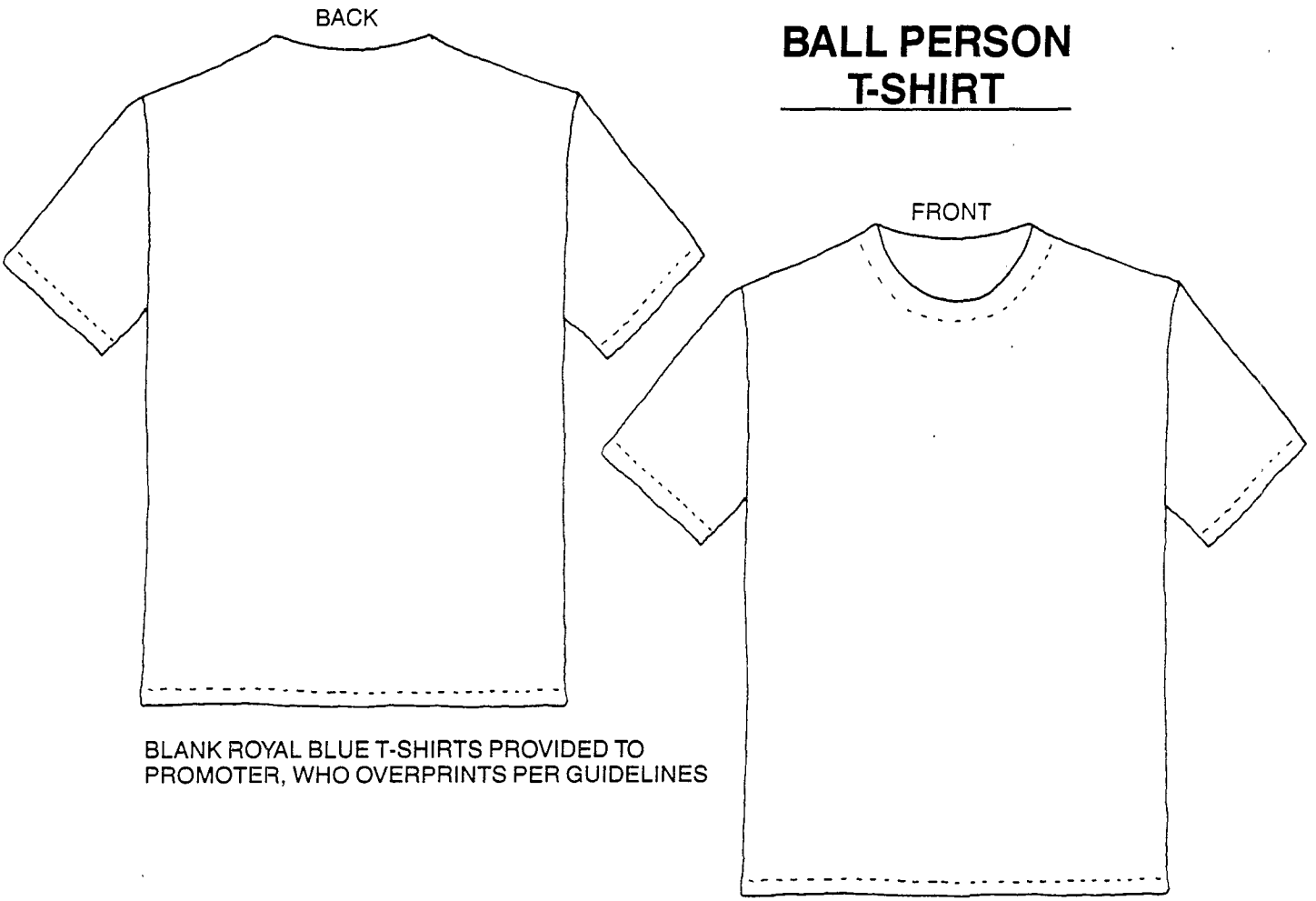


VERSIONS: BALL PERSON
VENDOR
PLAYER
PLAYER GUEST
SPECIAL GUEST
STAFF
UMPIRE
VIP
PRESENTER
OFFICIAL
USHER
VOLUNTEER
V.S. TENNIS
(various categories as needed)

2040560011

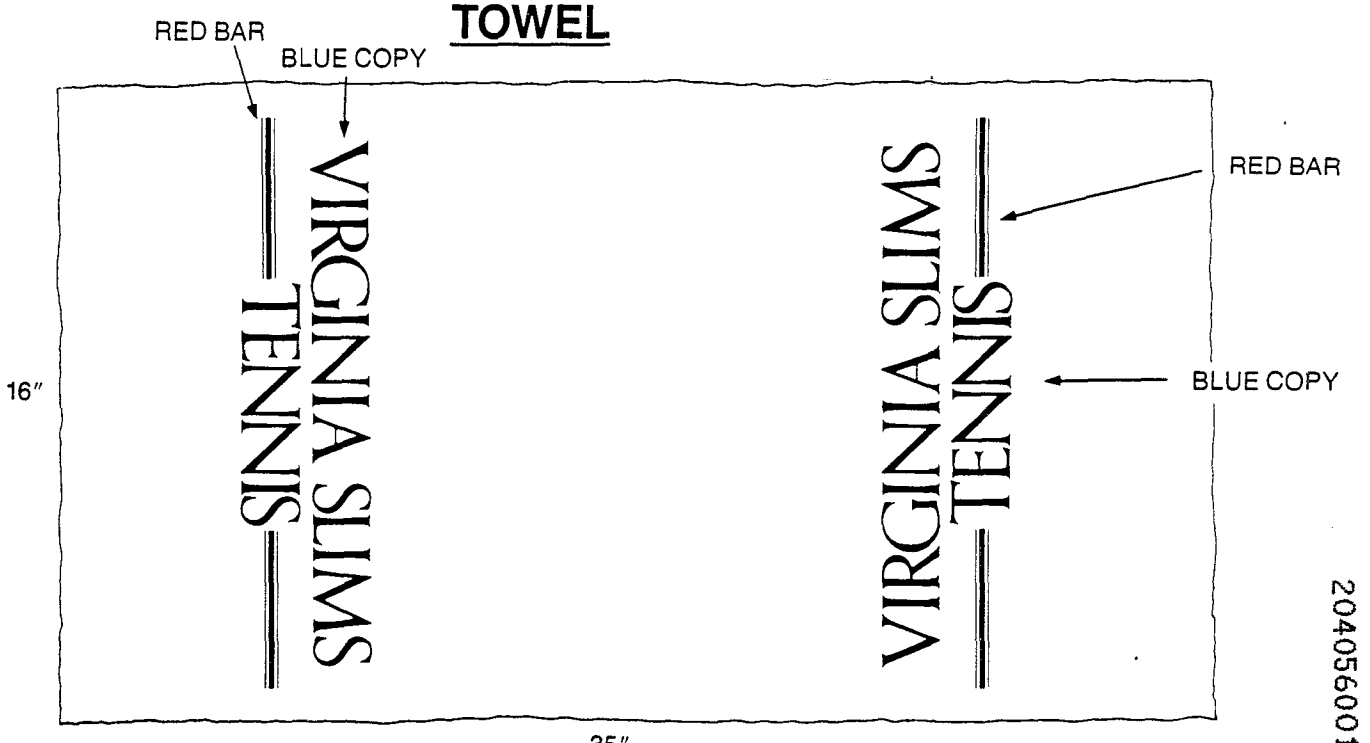
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

BALL PERSON T-SHIRT



BLANK ROYAL BLUE T-SHIRTS PROVIDED TO PROMOTER, WHO OVERPRINTS PER GUIDELINES

TOWEL

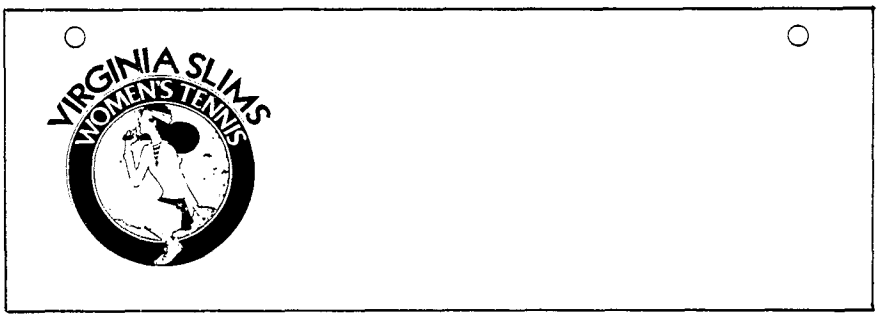


WHITE TERRY CLOTH WITH TWO COLOR RED (PMS 200) AND BLUE (PMS 280) IMPRINT.

2040560012

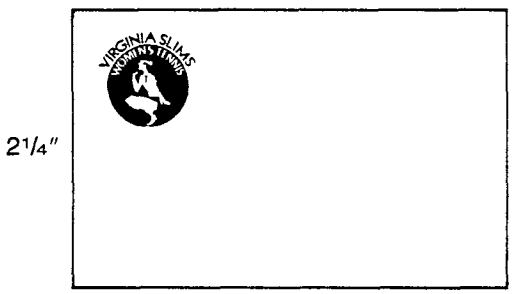
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

BOX SEAT SIGNS



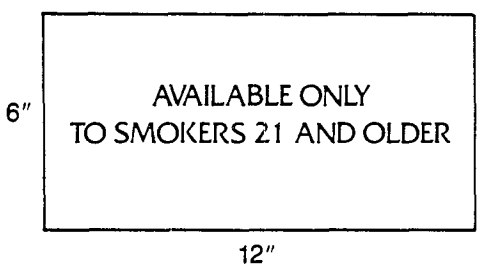
FULL COLOR LOGO IMPRINTS ON WHITE STYRENE.

NAME TAGS

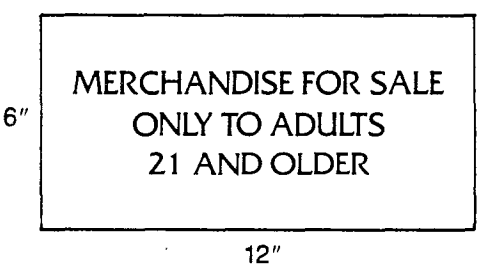


FULL COLOR LOGO IMPRINTS ON HEAVY WHITE STOCK.

SAMPLING BOOTH



PRO-SHOP

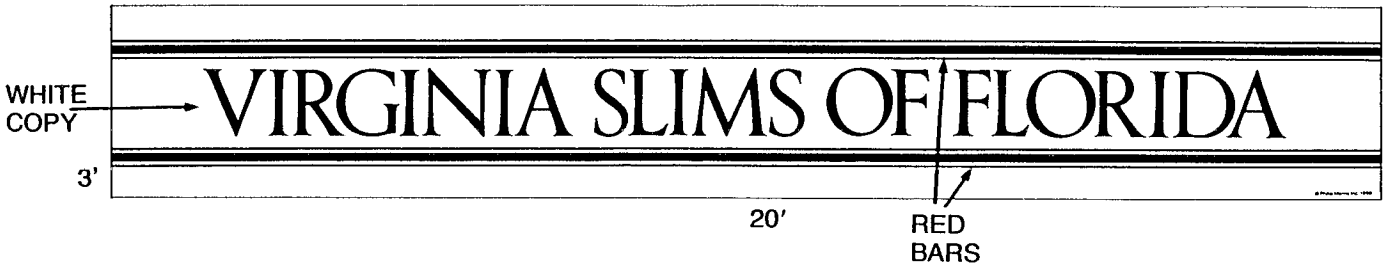


BLACK COPY ON WHITE VARNISHED
FOAMCORE. SELF-STANDING.

2040560013

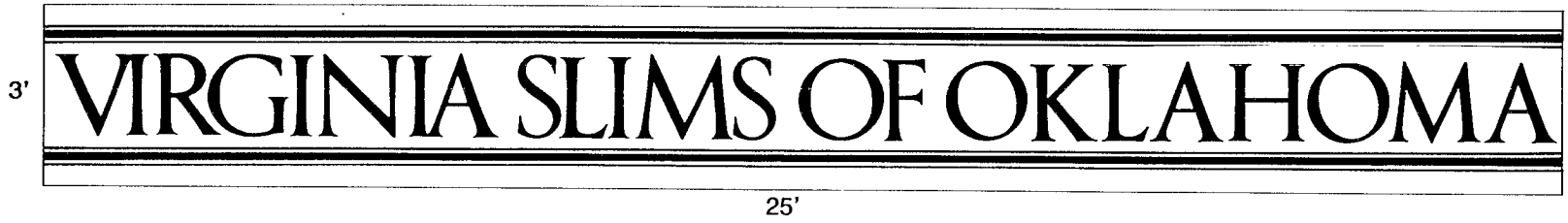
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EVENT NAMED BANNERS

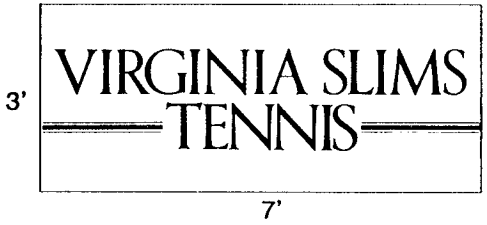


VIRGINIA SLIMS OF FLORIDA
VIRGINIA SLIMS OF HOUSTON
VIRGINIA SLIMS OF CHICAGO

RED (PMS 200) AND WHITE ON BLUE (PMS 280) NYLON.
LENGTH OF TOURNAMENT NAME DETERMINES
SIZE OF BANNER.



VIRGINIA SLIMS BANNER*



WHITE COPY

RED BAR

RED (PMS 200) AND WHITE ON BLUE (PMS 280) NYLON.

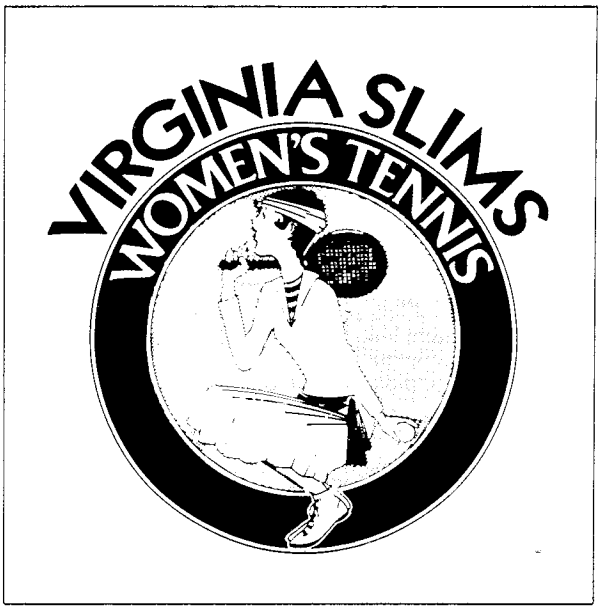
* ALSO PRODUCED AS 3' X 5' FLAG

VIRGINIA SLIMS OF OKLAHOMA
VIRGINIA SLIMS OF CALIFORNIA
VIRGINIA SLIMS OF LOS ANGELES
VIRGINIA SLIMS OF NASHVILLE
VIRGINIA SLIMS OF PHILADELPHIA
VIRGINIA SLIMS OF WASHINGTON
VIRGINIA SLIMS OF ALBUQUERQUE
VIRGINIA SLIMS OF PALM SPRINGS
VIRGINIA SLIMS CHAMPIONSHIPS

2040560014

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

GINNY LOGO ONLY
BANNER



3'

FULL COLOR LOGO ON WHITE NYLON

3'

INFORMATION SIGN

11"

BLUE

WHITE STYRENE WITH FULL COLOR LOGO AND BLUE (PMS 280) TITLE.

15"

VERSIONS: BALL PERSONS (1)*
INTERVIEW ROOM (2)
LOCKER ROOM (1)
(PLAYERS ONLY)
MASSAGE THERAPIST (1)
PLAYERS LOUNGE (1)
MEDIA CENTER (2)
TOURNAMENT OFFICE (1)
TRANSPORTATION (5)
UMPIRES (1)
VIRGINIA SLIMS OFFICE (1)
WTA OFFICE (1)
WTA TRAINER (1)
RECEPTION (3)
LOGO ONLY (BLANKS) (30)
OFFICIAL CAR (10)
EXIT (4)
WILL CALL (2)
VOLUNTEERS (1)
DAILY SALES (2)
ADVANCE SALES (2)
TICKETS (2)
KRAFT GENERAL FOODS
OFFICE (1)

SET INCLUDES
15 BLACK PERM-STICK
ARROWS

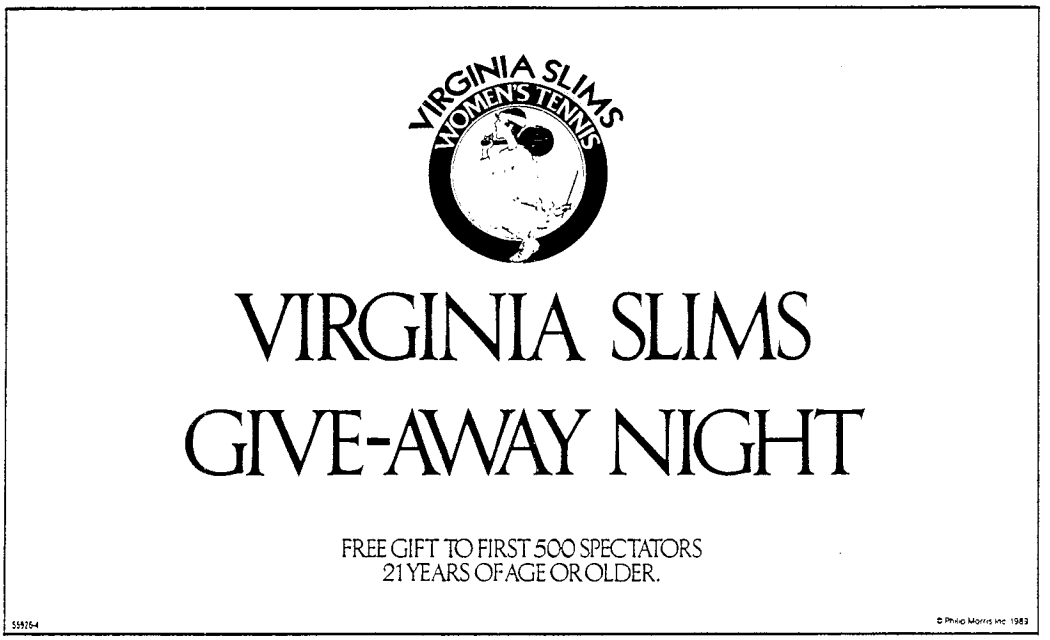
* THE NUMBERS IN BRACKETS INDICATE THE QUANTITY OF EACH VERSION CONTAINED IN ONE KIT.

2040560015

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

GIVE-AWAY NIGHT SIGNS

5'



3'

FULL COLOR LOGO, BLACK COPY PRINTED ON WHITE CARDBOARD

5'

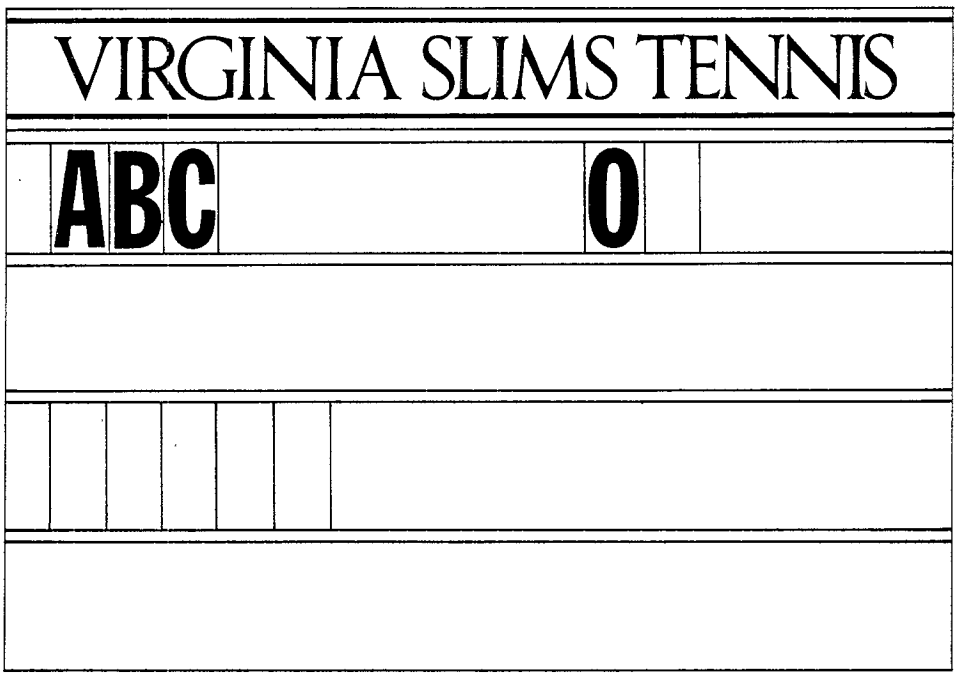
3'

NOTE: CERTAIN EVENTS REQUIRE GIVE-AWAY DAY SIGNAGE

2040560016

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MANUAL SCOREBOARD



WHITE COPY ON BLUE (PMS 280C) HARD MOLDED PLASTIC WITH WOOD FRAMES.

NAME AND NUMBER SET INCLUDED:

- 8¾" x 9" NAME STRIPS OF LAST NAMES FOR TOP 50 SINGLES AND TOP 50 DOUBLES.

  WHITE COPY ON BLUE HARD VINYL.

- 8¾" x 4" INDIVIDUAL ALPHABET LETTERS.

  WHITE COPY ON BLUE HARD VINYL.
  10 OF EACH LETTER.

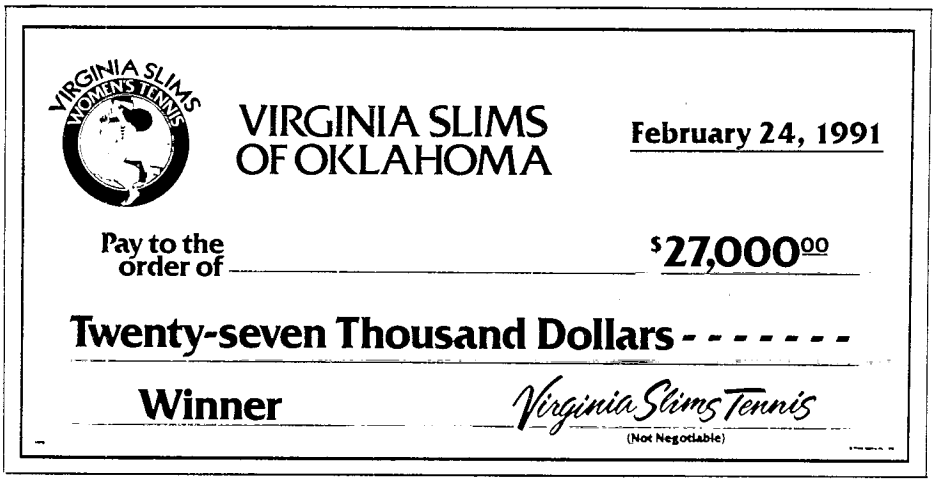
- 8¾" x 4" INDIVIDUAL NUMBERS
  0 THROUGH 7.

  WHITE COPY ON BLUE HARD VINYL.
  6 OF EACH NUMBER.

2040560017

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

OVERSIZED SINGLES
PRESENTATION CHECK



18"

36"

FULL COLOR LOGO AND BLACK COPY ON WHITE
VARNISHED FOAMCORE.

2040560018

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

DECAL KIT

16″ DIAMETER

12″ DIAMETER

10″ DIAMETER

7½″ DIAMETER

5½″ DIAMETER

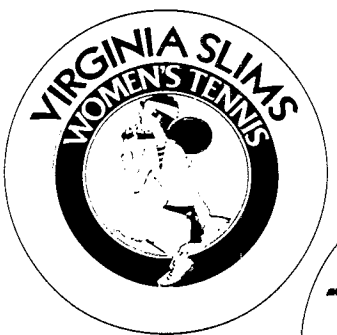
FULL COLOR LOGOS.

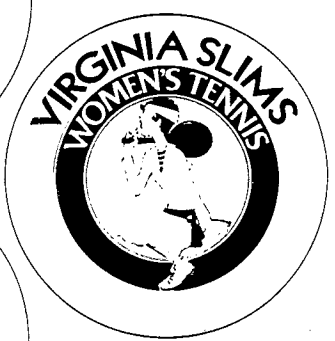
2040560019

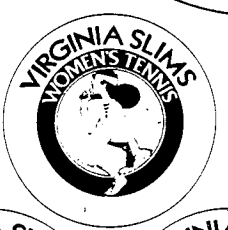
Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

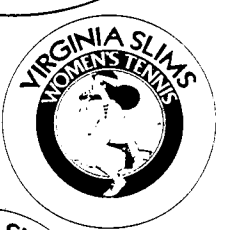
MINI DECAL SHEET

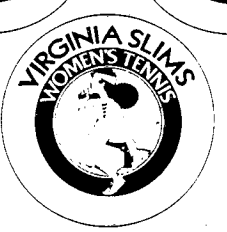
FULL COLOR LOGOS.











2040560020

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560021

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

[redacted]

2040560022

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS

NAMED EVENTS

5	Black & white logo sheets
3	Color logo sheets
4,000	8-1/2" x 11" letterhead
2,000	Second sheets
6,000	#10 Envelopes
500	10" x 13" envelopes
50	Ceramic ashtrays
1,000	Cold cups
1,000	Hot cups
*16	Player's and lineperson's chairs
*16	Chair seats & backs
*4	3' x 7' V.S. Tennis banners
*2	3' x 3' blank banners
*1	Ginny logo-only banner - 3' x 3'
*6/8	Event named banners 3' x 20' or 3' x 25'
500	Towels
120	Ball person T-shirts
144	Volunteers T-shirts
1 kit	Information signs (w/arrows)
1 set	Operations credentials
TBD	Lanyards/clips
*2	Scoreboards, name/number/alpha sets
1	Pro Shop concession booth
TBD	Pro Shop concession items
400	Box seat signs
6	Concession umbrellas (to be returned to Virginia Slims)
up to 10	Flags (as requested)
200	10" x 13" Tyvek Envelopes (w/PM return address)
500	Press Kit Folders
1	Decal Kit (50 decals per kit)
25	Mini-decal Sheets

*Promoter stores each year - order only if needed.

2040560023

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

1991
TOURNAMENT MATERIALS REQUEST FORM

Virginia Slims of _____

Description	Gratis Quantity +	Quantity Requested	= Total Quantity Requested	Due Date
Logo Sheets: B/W	5	_____ /No Charge	_____	_____
Logo Sheets: Color	5	_____ /$10/Each	_____	_____
Letterhead: 8.5"x11"	4,000	_____ /$72/1,000	_____	_____
Second Sheets:	2,000	_____ /$30/1,000	_____	_____
#10 Envelopes:	6,000	_____ /$66/1,000	_____	_____
Envelopes: (10 x 13)	500	_____ /$100/1,000	_____	_____
Tyvek Envs. (10 x 13) (w/PM return address)	200	_____ /$35/10	_____	_____
Press Kit Covers:	500	N/A	_____	_____
Ceramic Ashtrays: Hospitality Room	50	_____ /$65/25	_____	_____
Cold Cups: Hospitality Room/ On-Court/ Players' Lounge	1,000	_____ /$120/1,000	_____	_____
Hot Cups: Hospitality Room/ On-Court/ Players' Lounge	1,000	_____ /$35/1,000	_____	_____

2040560024

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Players' and Linesmens Chairs: (or seats and backs only)	16		_____ /$55/ea.		_____	_____
(Please check current inventory before ordering)						
Banners:						
3' x 20'	6		N/A		_____	_____
or						
3' x 25'	6		N/A		_____	_____
3' x 7'	4		N/A		_____	_____
3' x 3' (Material only - Promoter Screens presenter logo)	2		N/A		_____	_____
3' x 3' (Logo only)	1		N/A		_____	_____
(Please check current inventory before ordering)						
Towels: (On-court for Main Draw only)	480		_____ /$36/dz		_____	_____
Ball Person T-Shirts:	120		_____ /$32/dz		_____	_____
Note: Shipped in dozens	Medium _____					
	Large _____					
	X-Large _____					
	TOTAL _____					
Volunteers T-Shirts:	up to 144		_____ /$40/dz		_____	_____
Note: Shipped in dozens	Medium _____					
	Large _____					
	X-Large _____					
	TOTAL _____					

2040560025

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Information Signage Kit:	1 Kit		N/A		1 Kit	_____
Ball Person	1					
Interview Room	2					
Locker Room (Players Only)	1					
Massage Therapist	1					
Players Lounge	1					
Media Center	2					
Tournament Office	1					
Umpires	1					
Virginia Slims Office	1					
Kraft General Foods Office	1					
WTA Office	1					
WTA Trainer	1					
Reception	3					
Logo only (blanks)	30					
Official Car	10					
Exit	4					
Will Call	2					
Volunteers	1					
Daily Sales	2					
Advance Sales	2					
Tickets	2					
Transportation	5					
Total Signage Kit:	75					
(15 stick-on arrows included)						
Decal Kit: (50 sheets per kit)	1 kit		_____ /$185/each		_____	_____
Mini Decal Sheets:	25		_____ /$1.50/each		_____	_____
Credentials:	1 set		N/A		1 set	_____
Ball Person	125					
Vendor	50					
Player	125					
Player Guest	125					
Special Guest	75					
Staff	75					
Umpire	75					
VIP	75					
Presenter	30					
Official	75					
Usher	100					
Volunteer	200					

2040560026

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Box Seat Signs	400		N/A		_____	_____
Scoreboard/Name 6'x4' Number/Alpha Sets:	2		(Outdoor events) _____ /$755/ea.		_____	_____
*Concession Umbrellas	6		N/A		_____	_____
Flags	up to 10		N/A			
Golf Umbrellas:	6		_____ /$12/each		_____	_____

* Concession umbrellas not returned within 10 days following tournament will be billed to promoter at a cost of $100 each.

ITEMS SHIPPED AUTOMATICALLY

Description	Gratis Quantity	+	Quantity Requested	=	Total Quantity Requested	Due Date
Pro Shop Concession Booth:	1		N/A		1	_____

2040560027

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS REQUEST FORM
NON-NAMED EVENTS

1991 SHIPPING INSTRUCTIONS

Items to be Shipped:

Arena Address:

Items to be Shipped:

Printer's Address:

Items to be Shipped:

Office Address:

Items to be Shipped:

Additional Address:

2040560028

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560029

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS

NON-NAMED EVENTS

Sent Upon Request

Ceramic Ashtrays

Concession Umbrellas (to be returned to Virginia Slims)

Box Seat Signs

Luggage Tags

Towels

Linesperson's Chairs (to be returned to Virginia Slims)

3' x 5' Flags (to be returned to Virginia Slims)

2040560031

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS REQUEST FORM

NON-NAMED EVENTS

Tournament Name _____

Materials may not be altered in any way without prior approval from Virginia Slims.

Description	Quantity	Cost Each	Due Date
Ceramic Ashtrays: Hospitality Room	50	Gratis	_____
*3' x 5' Flags:	5	_____ /$25/each (If not returned within 2 weeks)	_____
*Players' and Linesmen's Chairs: w/seats & backs	16	_____ /$75/ea. (If not returned within 2 weeks)	_____
Towels: (On-Court for Main Draw only)	100	_____ /$400/100	_____
Luggage Tags (VIP/Media Gift)	100	_____ /$1.50/ea.	_____

* Item to be returned to Virginia Slims within two weeks of end of tournament. Call Nancy Zimbalist, (212) 878-2883 for shipping instructions.

2040560032

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS REQUEST FORM - NON-NAMED EVENTS - PAGE TWO

Description	Quantity	Cost Each	Due Date
Box Seat Signs (to be overprinted by individual tournament)	400	Gratis	
*Concession Area Umbrellas	5	$100 each (if not returned within 2 weeks)	

* Item to be returned to Virginia Slims within two weeks of end of tournament. Call Nancy Zimbalist, (212) 878-2883, for shipping instructions.

2040560033

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TOURNAMENT MATERIALS REQUEST FORM
NON-NAMED EVENTS

1991 SHIPPING INSTRUCTIONS

Items to be Shipped:

Arena Address:

Items to be Shipped:

Printer's Address:

Items to be Shipped:

Office Address:

Items to be Shipped:

Additional Address:

2040560034

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560035

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

[redacted]

2040560036

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PRO SHOP
(ALL PRO SHOP MATERIAL DISTRIBUTION IS ADMINISTERED BY GENERAL FOODS IN KANKAKEE)

Promoter Ordering Merchandise

- Coordinator, Operations, sends to Kankakee tournament information and promoter contact list.
- Manager, Virginia Slims Tennis, sends the promoter a letter explaining Pro Shop procedures (see Master Letter - Communications with Promoter).
- Coordinator, Operations, sends sample merchandise to promoter.
- Kankakee sends an order form to the promoter two (2) months prior to the event.

Shipping Merchandise

- All merchandise is shipped from Kankakee to promoter.

Shipping Pro Shop Booth

- Coordinator, Operations, orders from The Color Wheel.
- Routing schedule for delivery and pick-up is produced by Coordinator, Operations.

Returning Merchandise

- Promoter has thirty (30) days to return merchandise to Kankakee at promoter's expense.

- Kankakee sends copy of receipt to Coordinator, Operations.

Returning Pro Shop Booth

- Pick-up is part of the routing schedule and is a Virginia Slims expense.

SCHEDULE FOR ORDERING AND PRODUCING NEW MERCHANDISE

- **May**: Reevaluate materials for following year.

- **July**: Materials must be ordered. An order form is produced by Kankakee in conjunction with Coordinator, Operations.

- **September**: All pieces are sent to Kankakee with tournament information and promoter contact list.

TOURNAMENT PRODUCED ITEMS SOLD IN PRO SHOP

All tournament produced items sold in Pro shop must have prior approval from Virginia Slims.

2040560037

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS PRO SHOP
CONCESSION ORDER FORM

Please complete the following information. Return your order to Nancy Zimbalist.

Tournament Title:_____ Tournament Date:_____

Bill To:_____ Ship To:_____

_____ _____

_____ _____

_____ _____

Telephone Area Code:_____ Telephone:_____

Date Required:_____ (Please allow four weeks for order processing and transportation of merchandise.)

Quantity	Item Description	Size	Unit Cost
	Duffle Bag		$12.50
	Fanny Pack		$3.00
96	Pedro City T-Shirt (NOT RETURNABLE FOR CREDIT)	M	$5.50
204	Pedro City T-Shirt (NOT RETURNABLE FOR CREDIT)	L	$5.50
204	Pedro City T-Shirt (NOT RETURNABLE FOR CREDIT)	XL	$5.50
	Ginny Sweatshirt	M	$6.50
	Ginny Sweatshirt	L	$6.50
	Ginny Sweatshirt	XL	$6.50
	Ginny T-Shirt	M	$4.00
	Ginny T-Shirt	L	$4.00
	Ginny T-Shirt	XL	$4.00
	Ball in Box Sweatshirt	M	$7.50
	Ball in Box Sweatshirt	L	$7.50
	Ball in Box Sweatshirt	XL	$7.50
	Ball in Box T-Shirt	M	$4.50

2040560038

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Quantity	Item Description	Size	Unit Cost
	Ball in Box T-Shirt	L	$4.50
	Ball in Box T-Shirt	XL	$4.50
	Polo Shirt	L	$15.50
	Polo Shirt	XL	$15.50
	Panama Hat	M	$6.50
	Panama Hat	L	$6.50
	Tennis Cap - Orange	*	$4.00
	Tennis Cap - Blue	*	$4.00
	Tennis Cap - Yellow	*	$4.00
	Towels		$4.50
	Golf Umbrella		$12.50
	Tote Bag		$8.50
	Luggage Tag		$2.50
	Oversized T-Shirt	*	$10.50
	Pedro Sweatshirt	M	$8.00
	Pedro Sweatshirt	L	$8.00
	Pedro Sweatshirt	XL	$8.00
	Pedro T-Shirt	M	$4.50
	Pedro T-Shirt	L	$4.50
	Pedro T-Shirt	XL	$4.50
	Mock Turtle Shirt L/S	L	$15.50
	Mock Turtle Shirt L/S	XL	$15.50
	Water Bottle		$2.50
	Polybags		N/C

* ONE SIZE FITS ALL

2040560039

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS PRO SHOP
CONCESSION RETURN AUTHORIZATION FORM

Tournament Title_____

Tournament Date_____

Authorization to return balance of our original order no._____ is hereby given. Please indicate quantity of materials being returned in the column below. Return of merchandise must be received in Kankakee within 30 days after the close of the tournament or you will be billed for the entire shipment of Virginia Slims concession items originally sent to you. Please insure your shipment for the value of the items being returned. An invoice will be mailed to you covering the amount of merchandise sold during your tournament.

Merchandise Being Returned From:

_____
_____
_____
_____
_____

Return To:

PROMOTIONAL SERVICES CTR.
Attn: Virginia Slims Dept.
3 Stuart Drive
Kankakee, IL 60902

Date of Shipment:_____

NOTE: If you should have any questions regarding your return(s), please call Area Code 815 - 937-7043 for assistance.

INVEN-TORY NO.	ITEM DESCRIPTION/SIZE	QTY ORIG. REC'D	QUANTITY BEING RETURNED	QTY OF MDSE. TO BE BILLED (ORIG - RET)	COST PER ITEM	TOTAL
119058	VS Embroidered Sweatshirt/M				$ 25.00	$
119059	VS Embroidered Sweatshirt/L				25.00	
119060	VS Embroidered Sweatshirt/XL				25.00	
114731	White Golf Shirt/M				10.00	
114732	White Golf Shirt/L				10.00	
114733	White Golf Shirt/XL				10.00	
114734	White Sweatshirt/M				7.00	
114735	White Sweatshirt/L				7.00	
114736	White Sweatshirt/XL				7.50	
114737	White Tennis Cap				3.25	
114738	Blue Tennis Cap				3.25	
114739	Blue Duffel Bag				4.10	
114740	Blue T-Shirt/M				3.75	
114741	Blue T-Shirt/L				3.75	
114742	Blue T-Shirt/XL				3.75	
119062	Mock Turtle Foil Sweatshirt/M				12.50	
119063	Mock Turtle Foil Sweatshirt/L				12.50	
119064	Mock Turtle Foil Sweatshirt/XL				12.50	
119061	Oversize Nightshirt/one size				9.50	
119065	'89 White T-Shirt(new logo)-M				7.00	
119066	'89 White T-Shirt(new logo)-L				7.00	
119067	'89 White T-Shirt(new logo)-XL				7.00	
109126	Pro Shop Bag				No Charge	

Copy distribution:

Copy 1	Return to Promotional Services Center using envelope provided
Copy 2	Packing Slip to accompany shipment
Copy 3	Promoter retains
Copy 4	PSC, Kankakee

2040560040

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

January 15, 1991

Ed Klimkowski
The Color Wheel
227 East 45th Street
New York, NY 10017

Dear Ed:

Enclosed is the Virginia Slims tournament schedule for 1991. Please arrange to have one of the three rotating ProShop booths delivered to each site the week preceding the tournament. Pick-up will either be arranged by you or me depending on where the booth goes next.

Sincerely,

Nancy Zimbalist

Nancy Zimbalist
Operations Coordinator
Virginia Slims Tennis

2040560041

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

VIRGINIA SLIMS
PRO-SHOP
SET-UP INFORMATION
AND INSTRUCTIONS

Virginia Slim Modular Display Information

The fellowing pages will give simple easy to set up instructions packing and shipping information.

These "Large than Life" Graphic Displays require NO TOOLS TO SET UP.

For the next set up group please carefully pack materials in the numbers cases.

Case #	1	Backwall
Case #	2	Backwall & 1 Front Counter
Case #	3	Front Counter
Case #	4	Table Tops & Accessories

If during setup or take down you experience any difficulties or problems don't hesitate to call Ed Klimkonski at The Color Wheel, Inc. (212)-697-2434.

Best of Success,

Sincerely,

Ed Klimkonski

2040560042

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

MASTER PACKING LIST

1 Black 8 Panel Backwall - Virginia Slims Tennis

1 Black 4 Panel Backwall - Virginia Slims Tennis

2 Black hinged connectors to join 8 panel and 4 panel counters together.

3 Clear plexi shelves 12" deep

2 Waterfall 3 notch garment hangers. They clip on top of backwall panel which has "stars" on the panels.

1 Black 8 panel with 2 - 12" clear plexi panels in front of display counters.

1 Black 4 panel with 1 - 12" clear plexi panels in front of display counters.

3 Clear plexi tops for display counters

3 Black plexi inside tops for display counters

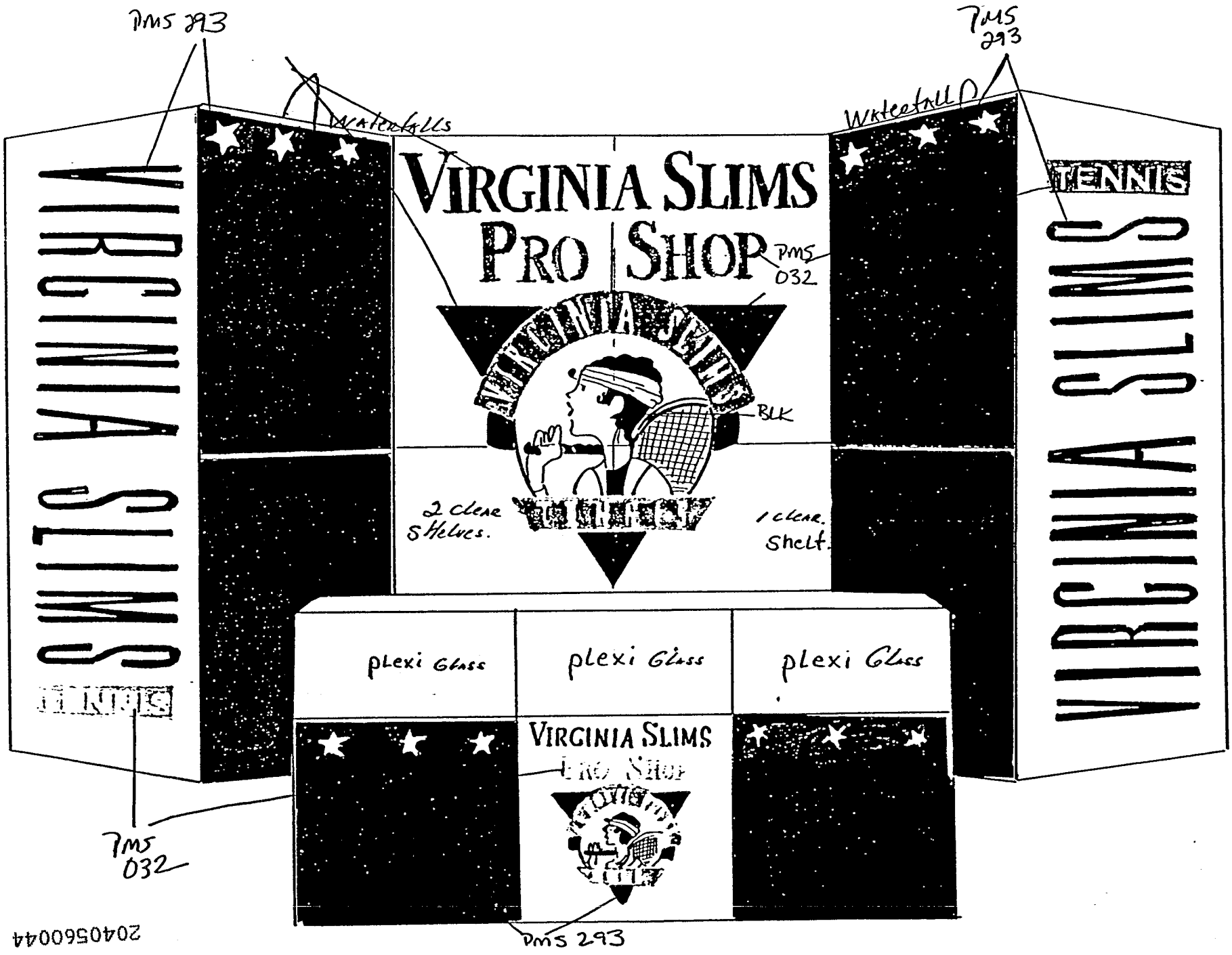
2 Black vertical counter connectors to join 8 panel counter and 4 panel counter to have 90" of attached counters

4 Gray hard molded shipping cases

2040560043

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

#2

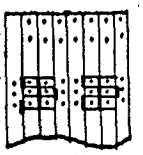


Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

8-PANEL INSTRUCTION SHEET

°SET-UP°



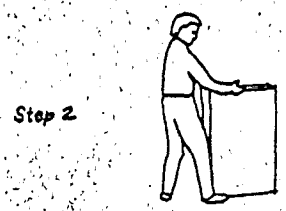
STEP 1

Locate front of unit and position upright with "hinged side" facing you.

Divide unit into upside-down "V" shape.

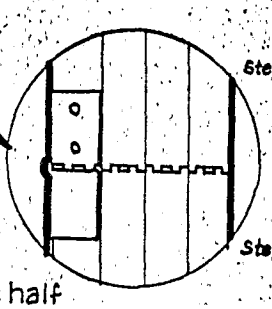
STEP 2

Stand in front of unit and place right hand on upper outside right group of panels, using right foot at base for stability.



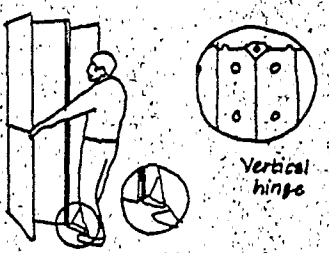
STEP 3

Lift left group of panels until unit is upright, making certain all frames align vertically and horizontally. Then...be sure entire framework "clicks" into place.



STEP 4

Spread left and right panels by grasping lower half of entire unit. (IMPORTANT: when changing configurations or moving unit, always grasp lower half of entire unit.)

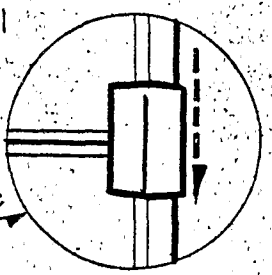


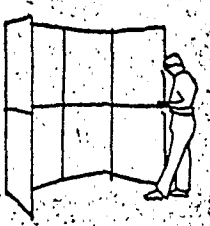
STEP 5

To complete set-up...place right foot at base of center hinged panels, and at the same time pull both left and right panels toward you.

STEP 6

Panel locking device slides down to lock top and bottom panels of unit. Do not remove locking device from unit.





°TAKE-DOWN°

The 8-panel display is taken down by reversing Steps 1-6.

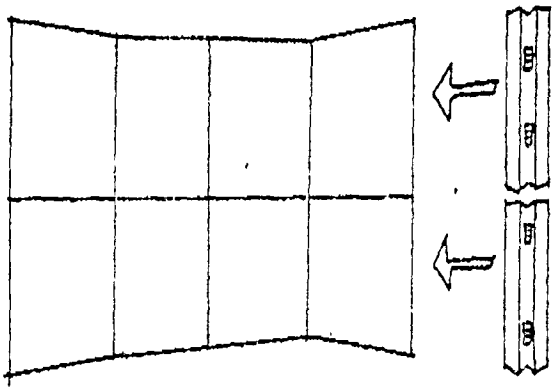
20405600 45

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SET-UP INSTRUCTION SHEET.

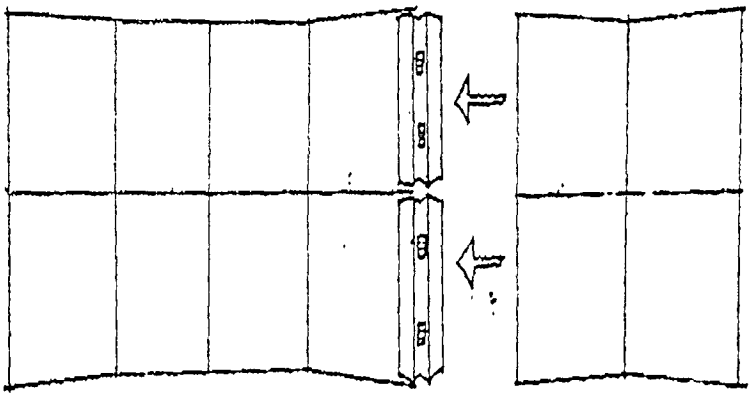
1. Connecting an 8 panel unit to a 4 panel unit -

STEP 1.



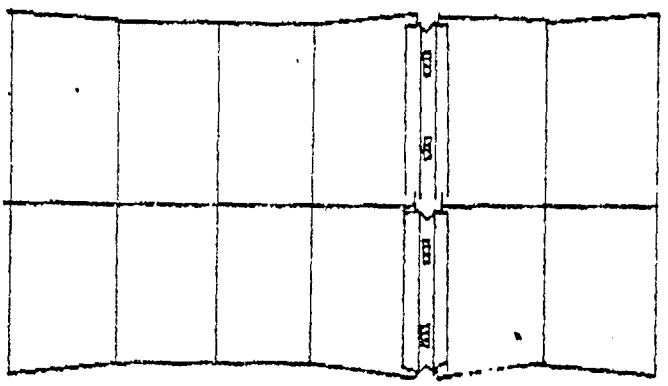
Attach unit hinge connectors by sliding over existing framework as shown.

STEP 2.



Attach 4 panel unit to open side of unit hinge connectors by sliding unit into connector until it clamps into unit.

STEP 3.

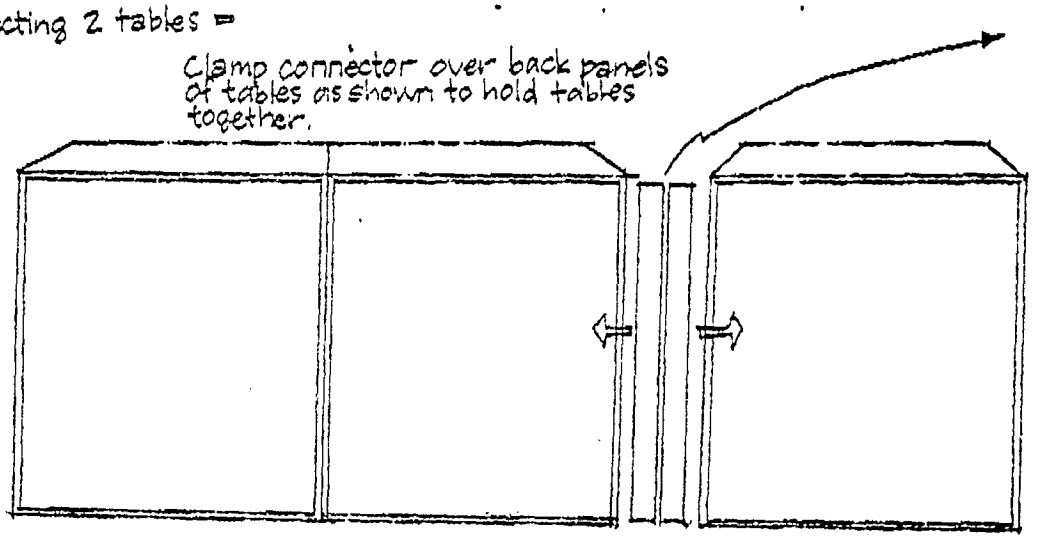


• When properly attached, the hinge connectors will enable you to move the now "12" panel unit into any number of configurations (Hinge rotates 180°).

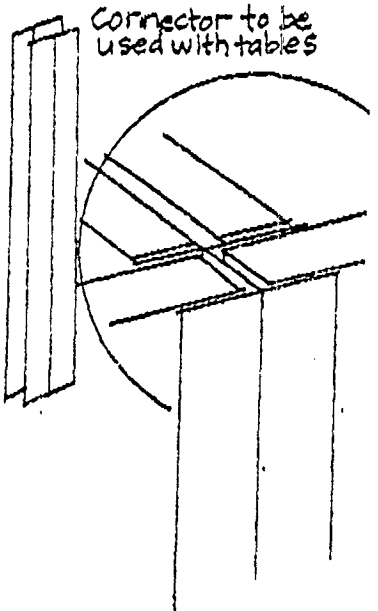
2040560046

3. Connecting 2 tables -

Clamp connector over back panels of tables as shown to hold tables together.

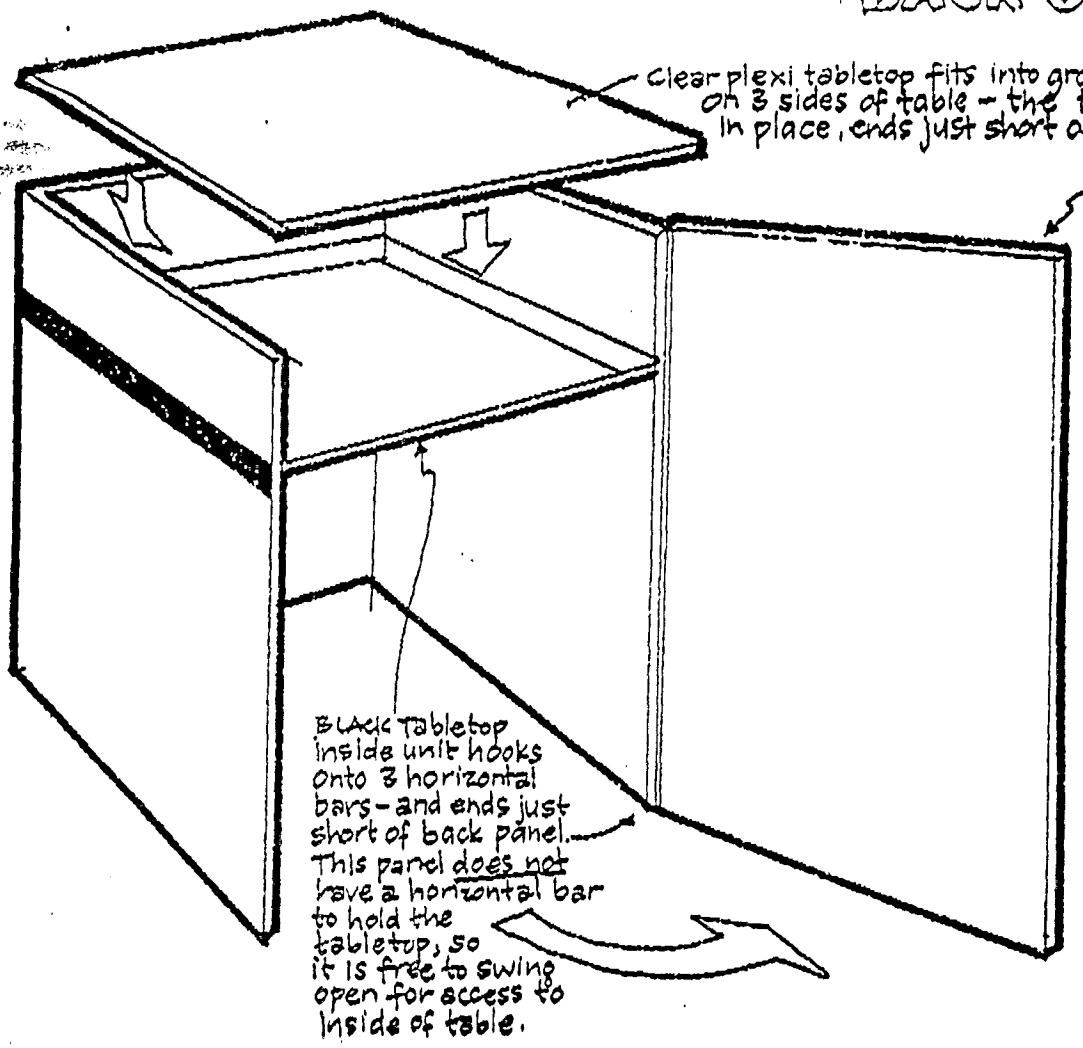


Connector to be used with tables

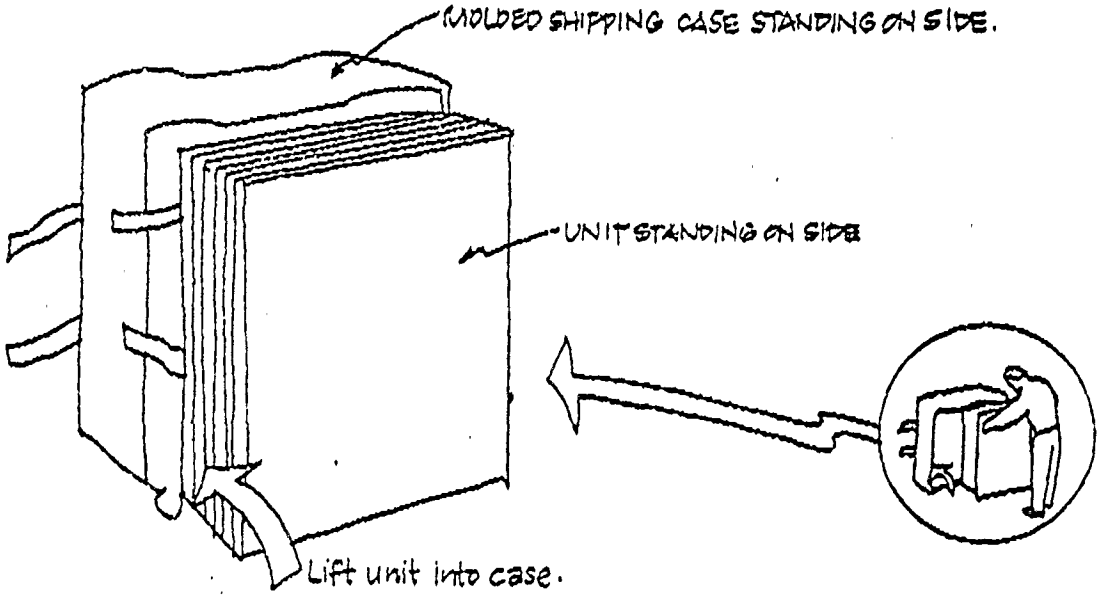


Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

BACK OF UNIT



NOTE: When packing tables into boxes for shipping, hold unit & case upright and lift unit onto lip of case. The tables are loaded with masonite & plexi, which makes them heavier than usual. Loading the units into the cases this way is easier than lifting the entire unit into a case that is lying on the floor.



After unit is in case, lay case down flat & put top piece of

2040560047

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

BACKWALL

TOTAL OF 12 PANELS:

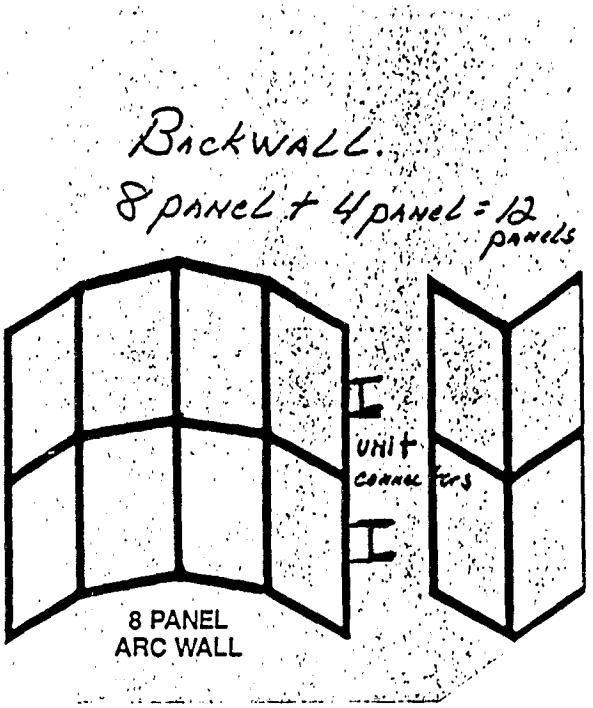
1-8 PANEL

1-4 PANEL

SET UP 8 PANEL UNIT FIRST

SET UP 4 PANEL UNIT NEXT TO 8 PANEL

USING THE 2 BLACK HINGED CONNECTORS PROVIDED, JOIN THE 8 PANEL AND 4 PANEL UNITS TOGETHER, MAKING COMPLETE BACKWALL OF DISPLAY: 12 PANELS.



2040560048

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

BACKWALL SET UP

STEP I — Set up Backwall first. Total of 12 panels.

STEP II — From case #1 - 8 panels; Follow provided set up instructions.
From case #2 - 4 panels

Put black straps back into shipping case so as not to lose them. They will be put around each unit when repacking.

STEP III — Join 8 panel unit with 4 panel unit using 2 black hinged connectors.

2040560049

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

TAKE DOWN

BACKWALL - Total 12 panels (8 Panel unit and 4 Panel unit)

REMOVE 2 hinged connectors from 8 panel unit and 4 panel unit. PLEASE DO NOT LOSE THEM.

Remove waterfall garment hangers from top panels.

Remove plexi shelves.

Fold down 8 panel display following provided instructions. Put black strap around display when it is folded down.

Fold down 4 panel display. Put black strap around display when it's foldnd down.

Put displays back in same numbered cases.

DO NOT FORGET: 2 Black hinged connectors
2 Waterfall garment hangers
3 plexi straight shelves

2040560050

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

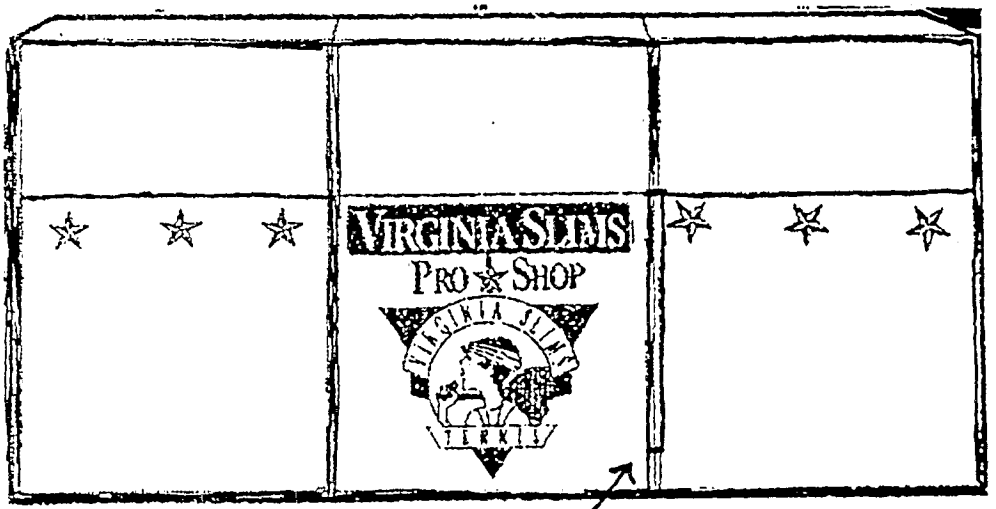
227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

FRONT COUNTER DISPLAYS

THEY ARE FORMED BY USING 1 - 8 PANEL BLACK DISPLAY (60"Long) AND 1 - 4 PANEL DISPLAY (30" long). TOTAL DISPLAY COUNTERS = 90" LONG.

THE 60" COUNTER IS JOINED TO THE 30" COUNTER WITH 2 BLACK COUNTER CONNECTORS, VERTICALLY AFFIXED.TO THE END OF THE 8 PANEL UNIT.
ONE CONNECTOR JOINS THE COUNTERS IN THE FRONT; THE OTHER IN THE BACK.

BLACK PLEXI TABLES GO ON THE INSIDE OF THE COUNTERS AND ARE SUPPORTED ON 3 SIDES, I.E. THE FRONT AND 2 SIDES.
THE PLEXI TABLES GO BEHIND EACH OF THE BLACK BARS WHICH ARE ALREADY LOCATED ON 3 SIDES.
THE CLEAR PLEXI TABLES GO ON TOP OF THE COUNTERS.
ALL BACK DOORS OF COUNTERS WILL OPEN WITHOUT REMOVING TABLES.



8 panel Counter

4 panel Counter.

* These connectors fit on very flatly

Joined in front + back with 2 Vertical counter connectors. Blk

2040560051

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

COUNTER SET UP INSTRUCTIONS

STEP I — From case #3, 8 panel unit will form 60" of front counter.

STEP II — From case #2, 4 panel unit will form 30" of front counter. Join 60" counter with 30" counter with 2 vertical connectors.

From case #4, 3 black plexi tops go in the inside of each counter. They go behind the black horizontal bars which are located on 3 sides of each counter.

STEP III — 3 clear plexi tops go on top of each display counter. All back doors of the counter displays will open without taking off the plexi tables.

STEP IV — Place the waterfall garment hangers on top of panels in backwall that have "stars" on them.

STEP V — Place straight clear plexi shelves on panels below "stars" that have black horizontal bars in them. The shelves go behind the bar and in front of the panel.

2040560052

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

TAKE DOWN - FRONT DISPLAY COUNTERS

STEP I — Remove front and back 2 Black vertical counters. Keep these 2 pieces together. This will split counters into 2 sections: 1 section is 60"; 2nd section is 30".

STEP II — Remove 3 Black plexi tables from inside of display counters. By placing your palm under center of black plexi table, slightly tap up on table. This will get the table up from behind the black bars.

STEP III — Remove 3 clear plexi tables from top of counters.

STEP IV — Close 8 panel display counter and replace black strap around display. Pull black strap firmly.

STEP V — Close 4 panel display counter and replace black strap around display. Pull strap firmly.

STEP VI — Put counters back into same shipping containers. DO NOT FORGET to keep 2 Black vertical counter connectors together.

2040560053

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.

227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

REPACKING

Replace all materials back in the same numbered cases. Please allow next Set-Up Group to follow these instrucitons.

Before closing shipping cases, make sure black straps go around each display unit. Pull tight on straps.

Carefully wrap plexi tables (6 total - 3 black; 3 clear) with provided bubble wrapping paper. Place special attention to the CORNERS. THIS IS VERY IMPORTANT.

Carefully wrap 3 clear plexi shelves with bubble wrapping, using the same attention to the corners.

Carefully wrap the 2 waterfall hangers.

DO NOT PLACE ANYTHING on top of Backwall Display when they are in the hard shipping case, especially cases #1, #2 and #3.

In case #2, the 4 panel backwall display and the 4 panel front counter is all that should go in that shipping case. Total 8 panels.

2040560054

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The Color Wheel Inc.
227 E. 45 St. N.Y., N.Y. 10017 (212) 697-2434

SHIPPING

1) Federal Express - Overnight or 2 day air are best
2) DHL
3) Emery

*** ALWAYS ADD ADDITIONAL INSURANCE ON EACH SHIPPING CASE

Case #1 - $5,000.00 additional insurance should cost $15-20. extra
Case #2 - $5,000.00
Case #3 - $3,000.00
Case #4 - $1,000. - $1,500 (plexi shelves, 9; 2 waterfalls 3 straight shelves)

WHEN SHIPPING, ALWAYS INCLUDE CONTACT PERSON NAME AND TELEPHONE NUMBER.

EACH UNIT IN CASE WEIGHS APPROXIMATELY 65 lbs.

2040560055

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560056

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE INVOLVEMENT

ELEMENTS MEMO (Step #1)

- Coordinator, Operations, drafts elements memo to selected SOPM's under signature of Director, Headquarters Sales (sample attached).
- Coordinator, Operations, reviews elements memo with Manager.
- Coordinator, Operations, sends cover memo to Coordinator, HQ Sales outlining contents of elements memo. Coordinator, HQS forwards elements memo to selected SOPM's. (It is the responsibility of the Coordinator, Operations, to ensure that HQS sends memo in a timely fashion.)
- Coordinator, Operations, requests Sales Force contact names, POS addresses and phone numbers (Contact List) to be Rapicomed to Coordinator, HQS.

STEPS #2 AND #3

- Coordinator, Operations, distributes Sales Force contact list to VS personnel, promoters and PR Affiliates. (see Step #2)
- Using Contact List as a guide, Coordinator, Operations, sends tournament-specific information to appropriate Sales Force contact. (see Step #3)

TICKET ALLOCATIONS

- Coordinator, Operations, sends promoter allocation to be split between Virginia Slims on-site Manager, Operations, and Sales Force (sample form attached).

- Sales Force arranges pick-up of their tickets directly with the promoter.

GIVEAWAY NIGHT (Currently not in effect. The following guidelines apply if reinstated).

- Promoter determines the night.

- Coordinator, Operations, ships the item. (500 items to Tier IV events; 1,000 items to Tier I, II and III events).

- Coordinator, Operations, notifies Sales Force when and how many staff (see Step #3 of Communication to Sales Force).

- Coordinator, Operations, ships materials to Sales Force warehouse.

- On-site Manager, Operations, contacts Sales Force upon arrival at tournament.

2040560058

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE INVOLVEMENT
(Page Two)

- On-site Manager, Operations, coordinates location with promoter.

- Credentials are not always needed for the Giveaway Day/Night staff. Sales Force tickets should be used to give them access to the tournament site.

PARTY

- Trade Relations contacts Sales Force about preferred date and time.

- Coordinator, Trade Relations, contacts promoter about availability of preferred date and time, then reserves space.

- Coordinator, Trade Relations, confirms details to Coordinator, Operations.

- Coordinator, Operations, reserves extra tickets for Sales Force. Trade Relations pays for them upon invoice from promoter.

- Trade Relations is responsible for contacting promoter to set up room and menu.

- Manager, Operations communicates party information to PR staff on-site.

- Manager, Operations puts up signs informing/inviting players and escorts players to the party.

PURCHASING ADDITIONAL TICKETS FOR SALES FORCE PARTY

- Coordinator, Operations, places the order with promoter for up to 100 additional tickets for the tournament session of the Sales Force Party at a 50% discount.

- Invoice is sent directly from the tournament to Trade Relations.

DISTRIBUTION OF P.O.S. MATERIALS

- Sales Force meets with the promoter and picks up P.O.S. materials 75 days in advance.

- Coordinator, Operations ships posters and counter cards directly to Sales Force warehouse.

- Sales Force distributes materials to all routine accounts.

SAMPLING

- Does not take place at every tournament.

- Schedule is coordinated with Coordinator, Operations, and Manager, Operations.

2040560059

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

- Samplers wear Virginia Slims t-shirt, sweatshirt or polo shirt sent from New York office by Coordinator, Operations.

- Manager, Operations, reconfirms everything with Sales Force upon arrival at event.

CHECK PRESENTATION

Manager, Operations (or higher New York office representative) is the Master of Ceremonies for both singles and doubles presentation. Section Sales Manager hands over the check to the winner(s). (See Check Presentation format/On-site Operations - Named Events.)

2040560060

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF TICKETS

	BOX		RESERVED SEATING	
	Virginia Slims Manager, Operations	Salesforce	Virginia Slims Manager, Operations	Salesforce
:00 AM MONDAY :00 PM				
:00 AM TUESDAY :00 PM				
:00 AM WEDNESDAY :00 PM				
:00 AM THURSDAY :00 PM				
:00 AM FRIDAY :00 PM				
:00 AM SATURDAY :00 PM				
:00 PM SUNDAY				

2040560061

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COMMUNICATIONS TO SALES FORCE

Step #1

PHILIP MORRIS USA — INTEROFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Selected SOPM's DATE: February 1, 1990

FROM: Doug Nelson

SUBJECT: 1990 Virginia Slims Tennis

February 12, 1990 will kick off 1990 Virginia Slims Tennis in Chicago. Once again Virginia Slims Tennis provides important exposure for the promotion of the brand, and thanks in part to the efforts of the field sales force, it has become recognized as a leader in the sponsorship of tennis by both sports officials and world class athletes.

This year Virginia Slims is planning to keep utilizing classic players such as Billie Jean King, Chris Evert as well as current stars Pam Shriver, Martina Navratilova and a host of others.

Sales force participation is requested in four areas. They include the following:

- placement of tournament POS
- trade hospitality
- give-away day/night
- site sampling

Tournament POS

The following items will be available for each Virginia Slims Tennis event:

- 750 posters announcing the tournament
- 37,500 brochures containing ticket information
- 750 counter cards (each counter card holds 50 brochures)

In most markets the posters and counter cards will be shipped directly to the Division Manager in charge of the program. The brochures are all overprinted locally by the promoter. Susan Graf, Coordinator, Operations, Marketing Promotions, NYO, will be in touch with each section office 4-6 weeks prior to the event regarding a pick-up location for the brochures.

2040560062

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Once all the materials are received, the Division Manager should allocate the materials among as many Sales Representatives as needed for placeement at retail.

Trade Hospitality

Each year the response from the field has been very favorable regarding trade hospitality. The Event Promotions Department will provide the following items in support of a hospitality function:

* 150 tickets for the day/evening
  1,000 cocktail napkins
  1,000 cold cups
  1,000 hot cups
  1 case of matches
* 150 T-shirts for customer gifts
* 75 tournament programs with drawsheets

*These quantities are based on 150 attendees, however, it can be adjusted for each market.

Please note: Kathy Hookana and her staff will work with each sales office to coordinate location, menu and invitations to each party. Debra Miller is the Trade Relations coordinator responsible for hospitality.

Give-Away Day/Night

On Monday or Tuesday of tournament week, Virginia Slims gives away an incentive item (usually a T-shirt) to the first 500 or 1,000 spectators entering the event. Three to five Sales Representatives are needed for approximately 2 1/2 hours to assist in the distribution of these items to tournament attendees. The on-site Virginia Slims representative will work with each sales office concerning the distribution point for their tournament.

Sampling

Whenever possible, Philip Morris USA samplers should be present during the week's evening and weekend semi-final and final matches to distribute Virginia Slims sample 6's. If a Philip Morris USA sampler or Sales Rep is not available, arrangements should be made with a temporary help agency to have someone cover the week long event.

With the exception of the tournaments marked with an asterisk on the attached list, each section office will receive a sufficient quantity of sample 6's to cover the event. (There are sampling restrictions in some areas.)

2040560063

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Sales Force Participation

As always, field sales participation is an important part of making this program a success. In helping to organize this program we will need the following information:

- The name and territory number of the Division Manager designated as the local contact
- The full address of the POS depot

Please fax the above information to Lynn Gambarelli, NYO, no later than February 9th.

Specific information regarding your local tournament will be made available under separate cover.

If you have any questions regarding this promotion, contact Susan Graf, extension 2883.

Attachments

cc: G. Chapman
J. Chaump
L. Gambarelli
S. Graf
D. Miller
S. Sabella
Selected Region Directors
Selected Section Sales Directors

2040560064

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COMMUNICATIONS TO SALES FORCE
STEP 2

TO: Distribution DATE: April 9, 1989

FROM: Susan Graf

SUBJECT: Virginia Slims Sales Force Contacts

Attached is a listing of Sales Force Contacts for all Virginia Slims named events for the remainder of the year.

Please let me know if you have any questions.

DISTRIBUTION

J. Agnew
S. Barman
J. Bell
N. Bolger
I. Broeman
C. Brotman
K. Diamond
B. Hannan
T. Herrod
P. Land
T. Nunn
M. Robbins
J. Urban

2040560065

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE CONTACTS

SOPM = Section Operations and Planning Manager
SSD = Section Sales Director

CHICAGO

Larry Scanlon - SOPM
Philip Morris USA
300 North Martingale Road
Suite 700
Schaumburg, IL 60173
Contact Number: (708) 605-1414
Fax: 605-9348

WASHINGTON

Bob Pettinelli - Section Sales Director
Randy Decker - SOPM
600 East Jefferson Street
Suite 306
Rockville, MD 20852
Contact Number: (301) 738-2260
Fax: 340-2699

OKLAHOMA

Jim Day (35-01-00)
Philip Morris USA
980 Metropolitan
Oklahoma City, OK 73108
Monday or Friday: 8:00am-12noon

J. Paddock - SSD
R.A. Maglio - SOPM
14785 Preston Road
Suite 780
Dallas, TX 75240
Contact Number: (214) 387-8245
Fax: 458-2057

2040560066

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE CONTACTS
(Page two)

PALM SPRINGS

Marty Faulk - SSD
Tom Pecanic - SOPM
Philip Morris USA
Biltmore Commerce Center
3200 East Camelback Road
Suite 299
Phoenix, AZ 85018
Contact Number: (602) 468-3009
Fax: 468-0327

Shipments to:

Bruce Randall (73-08-00)
Philip Morris USA
1928 Rustin Avenue
Riverside, CA 9250

BOCA RATON

Wade Lott - Section Sales Director
Gary Trentacosta - SOPM
800 Fairway Drive
Suite 150
Deerfield Beach, FL 33441

Contact Number: (305) 698-6600
Fax: 698-0074

HOUSTON

Ken Heps (36-06-00)
6821 Fulton
Houston, TX 77022

John Love - Section Sales Director
Joe Reed - SOPM
15600 John F. Kennedy Boulevard
Suite 110
Houston, TX 77032

Contact Number: (713) 449-0041
Fax: 449-4422

2040560067

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE CONTACTS
(Page Three)

NEWPORT

Dave Simoneau - Section Sales Director
Ben Darden - SOPM
East Point Business Center
360 Tolland Turnpike
Suite 3-A
Manchester, CT 06040
Contact Number: (203) 649-4477
Fax: 649-9918

ALBUQUERQUE

Hector Medero (54-00-01)
Philip Morris USA
2801-A Broadbent Parkway
Albuquerque, NM 97107
Contact Number: (505) 252-1079

M. Faulk - Section Sales Director
T.L. Pecanic - SOPM
Biltmore Commerce Center
3200 East Camelback Road Suite 299
Phoenix, AZ 85018

LOS ANGELES

Talbert Bartholomew (55-00-01)
Redondo Torrance Mini-Storage
3701 Inglewood Avenue
Bins 1202 & 1203
Redondo Beach, CA 90278

J.R. Kuhlman - Director, Regional Sales
J. P. Henry - SSD
C. Evarkiou - SOPM
131 North El Molino
Suite 350
Pasadena, CA 91101-1872

Contact Number: (818) 792-2900
Fax: 792-4373

2040560068

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE CONTACTS
(Page Four)

CALIFORNIA

Kelly Cutshall (53-10-00)
Philip Morris USA
30481 Whipple Road
Union City, CA 94587

D. Castleman - SOPM
Greg M. Kendall - SSD
5700 Stoneridge Mall Road
Suite 250
Pleasanton, CA 94566

Contact Number: (415) 463-2702
Fax: 463-3768

NASHVILLE

Perry Pugh (31-01-00)
Philip Morris USA
105 Westpark Drive
Suite 410
Brentwood, TN 37027
Contact Number: (615) 377-0107
Fax: 377-5930

NEW YORK

Gary Salvato - Section Sales Director
A.K. Keane - SOPM
Mitchell Field Corporate Center
Suite 304
1600 Stewart Avenue
Westbury, NY 11590

Contact Numbers: (718) 347-8835
(516) 683-1900
(212) 233-7520
Fax: (516) 683-1907

2040560069

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SALES FORCE CONTACTS
(Page Five)

PHILADELPHIA

P.P. Paoli - SSD
R.A. Goulker - SOPM
Philip Morris USA
Great Valley Corporate Center
7 Great Valley Parkway
Suite 140
Malvern, PA 19355-1304
Contact Number: (215) 647-7690
647-7692
Fax: 251-9747

Shipments to:

American Way Movers
2 tadas lane
Exton, PA 19341
Attention: Alan Miller
VS of Philadelphia

2040560070

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COMMUNICATIONS TO SALES FORCE

Step #3

PHILIP MORRIS USA — INTEROFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Joe Reed — DATE: January 26, 1990

FROM: Susan Graf

SUBJECT: Virginia Slims Tennis

Following is information regarding the Virginia Slims of Houston.

Tournament POS

Posters, counter cards and brochures will be sent to Ken Haps attention at 6821 Fulton Street, Houston, Texas.

Hospitality

Martha Claussen will pull your tickets the week of March 5th. Please call her at (713) 953-1111 midweek to arrange pick up of your tickets. Attached is a breakdown for your event.

Debra Miller is arranging your hospitality reception at the Westside Tennis Club on Saturday, March 31st, between 4:00 PM - 7:00 PM.

You will be receiving the following materials for hospitality:

200 nametags
200 nametag holders
72 ashtrays
300 cocktail napkins
150 T-shirts

Debra will arrange shipment of materials.

On-Site Operations

Three SR's are needed for Give-Away night on Tuesday, March 27th. Set up should begin at 5:00 PM since the doors open to the public at 6:00 PM. Anne Person will be on hand to help coordinate distribution. Anne will remain on-site for the duration of the week. You will receive 1,000 T-shirts to distribute on Give-Away Night. These will be sent to Ken Haps attention at 6821 Fulton Street. Anne will help you obtain T-shirts for your volunteers to wear that day.

2040560071

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

You will receive the following items for sampling:

- 16 cases of sample 6's and sample 20's - storage depot
- 5 sampling bins - storage depot
- 6 golfshirts - section office

If you have any questions, please call me at (212) 878-2883.

Thanks for all your help.

SG/dc

Attachments

cc: I. Broeman
K. Haps
K. Hookana
B. Perry
D. Miller
A. Person
D. Weissman

2040560072

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF HOUSTON

MARCH 26 - APRIL 1, 1990

TOURNAMENT SCHEDULE

MONDAY	7:00 PM
TUESDAY	NOON and 7:00 PM
WEDNESDAY	NOON and 7:00 PM
THURSDAY	NOON and 7:00 PM
FRIDAY	1:00 PM and 7:00 PM
SATURDAY	1:00 PM and 7:00 PM
SUNDAY	1:00 PM

- Trade Hospitality - Saturday, March 31st, 4:00 PM - 7:00 PM.
- T-shirt Night - Tues., March 27, 6:00 PM

2040560073

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF TICKETS

	BOX		RESERVED SEATING	
	Virginia Slims Manager, Operations	Salesforce	Virginia Slims Manager, Operations	Salesforce
:00 AM MONDAY :00 PM				
:00 AM TUESDAY :00 PM				
:00 AM WEDNESDAY :00 PM				
:00 AM THURSDAY :00 PM				
:00 AM FRIDAY :00 PM				
:00 AM SATURDAY :00 PM				
:00 PM SUNDAY				

2040560074

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Communications to Promoter

Regarding Sales Force

January 4, 1991

Mary Heath
Virginia Slims of Chicago
6044 Laurel Lane, #2411
Willowbrook, IL 60514

Dear Mary:

Please set aside the attached quantity of tickets for Virginia Slims of Chicago. Larry Scanlon from our Section Sales Office will contact you regarding the pickup of Sales Force tickets. Anne Person will be the Virginia Slims representative on site and will handle distribution of Virginia Slims tickets.

A mention of the Sales Force party should be included in the player information packet. The party will be held on Sunday, February 17th at the U.I.C. Pavilion from 11:00 A.M. to 1:00 P.M. All players and tournament staff members are invited.

At your earliest convenience, please fax me the seating diagram specifying the location of our box seats and reserved seats (Fax # 212-922-1462).

Thank you for your attention in this matter, and please let me know if there is anything I can do to ensure the success of Virginia Slims of Chicago.

Sincerely,

Nancy Zimbalist

Nancy Zimbalist
Operations Coordinator
Virginia Slims Tennis

cc: D. Weissman
A. Person

2040560075

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF CHICAGO — TICKETS

	BOX		RESERVED SEATING	
	Anne Person	Salesforce	Anne Person	Salesforce
11:00 AM	12	12	15	35
MONDAY 7:00 PM	12	12	15	35
11:00 AM	12	12	15	35
TUESDAY 7:00 PM	12	12	15	35
11:00 AM	12	12	15	35
WEDNESDAY 7:00 PM	12	12	15	35
11:00 AM	14	10	25	25
THURSDAY 7:00 PM	14	10	25	25
11:00 AM	16	8	25	25
FRIDAY 7:00 PM	16	8	25	25
1:00 PM	18	6	30	20
SATURDAY 7:00 PM	18	6	30	20
1:00 PM SUNDAY	18	6	20	200*

*170 billed to Debra Miller at 120 Park Avenue, 6th Floor, New York, New York 10017 at half price.

2040560076

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560077

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

INTERNAL PROCEDURES

2040560078

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

INTERNAL PROCEDURES

Purchase Requisition Form

- Coordinator, Operations, prepares for all printed material orders.
- Purchasing prepares for soft goods.
- Must be filled out as completely as possible.

Information to include:
Virginia Slims Tennis
Item Name
POS Number
Due Date
Item Description
Quantity
Price
Ship To Information
Carton Copy
Accounting Code

- Must have prices before obtaining signatures. Requires signature of originator (usually Coordinator, Operations), Director, Purchasing approvals according to Monetary Approval Matrix (sample attached).

Product Samples

- In December, Coordinator, Operations, notifies Dee Smith of total quantity expected to be used during year.
- Coordinator, Operations, orders quarterly based on following formula: (sample memo attached)

50/50 regular/menthol

Virginia Slims parent	} 30%
Virginia Slims Menthol	} 30%
Virginia Slims Lights	} 40%
Virginia Slims Lights Menthol	} 40%
Virginia Slims Ultra Light	} 30%
Virginia Slims Light Menthol	} 30%

(Note: Sample 6's of VS 120s are not produced.)
14-16 cases per event (where sampling is permitted)

2040560079

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

WTA PLAYER FACT SHEET

- Program Administrator contacts WTA to confirm our inclusion on mailing list.

- Coordinator, Operations, adds to the WTA Fact Sheet information about Sales Force Party.
  Distribution List: Local affiliate; Sales Force contact; New York management; on-road staff.

P.O.S. NUMBERS

- Every item containing Virginia Slims identification must be accompanied by a P.O.S. number obtained from the Purchasing Department prior to production (see attached guideline).

EXPENSE ACCOUNT PROCEDURES

- Public Relations Staff submits expenses to Program Administrator, within 30 days of incurred expense.

- Operations Staff submits expenses to Manager, Virginia Slims Tennis (see sample attached), within 30 days of incurred expense.

- Expenses must be in writing in ink only, or they can be typed.

- Original receipts and airline tickets (invoices do not count) must be attached and taped to paper whenever possible.

- Mileage for personal auto use is reimbursed at 27.5 cents per mile.

- Certain personal expenses are reimbursable only during travel. Certain personal expenses are not reimbursable.

RETAIL PROMOTIONS

- Five steps of communications to Sales Force (same as above). See sample of memo attached.

- Incentive item selected no later than June.

- Coordinated through Consumer Promotions Department by Manager, Operations.

2040560080

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VOUCHERS

- Required for all invoices received (see sample for detailed information to be supplied).
- To be signed by preparer. Refer to monetary approval matrix for approvals.
- Copy of contract or letters of agreement must be attached for all invoices over $100.00.

IN-HOUSE REQUISITIONS

- Used for shipping materials from Kearny.
- Items should be shipped according to packing factors (p/f); e.g., items packed in dozens should be shipped in multiples of twelve.
- See sample attached.

SHIPPING TIME TABLE

- See sample attached.

PURCHASING CONTACTS

- See list attached.

REQUEST FOR SHIPMENT OF P.O.S. MATERIAL/FREIGHT REQUISITION FORM - INTERNATIONAL

- See two attachments.

2040560081

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Dee Smith DATE: April 23, 1990

FROM: Susan Graf

SUBJECT: Virginia Slims Sample 6's and Super Slims Sample 20's

Please arrange to ship Virginia Slims sample 6's and sample 20's per the attached instructions:

SG/rb

Attachment

cc: Deane Weissman

2040560082

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Samples	Quantity	Due	Ship to
Oklahoma:			
VS Regular	1 case	Week of	Jimmy Lay
VS Menthol	1 case	February 5	980 Metropolitan
VS Lights Reg	3 cases		Oklahoma City, OK 73108
VS Lights Men	3 cases		Inside delivery Monday or Friday
VS Ultra Lights Reg	3 cases		8:00 - 12:00
VS Ultra Lights Men	2 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Indian Wells:			
VS Regular	1 case	Week of	Bruce Randell
VS Menthol	1 case	February 12	73-08-00
VS Lights Reg	2 cases		Philip Morris USA
VS Lights Men	2 cases		1928 Rustin Avenue
VS Lights Reg	3 cases		Riverside, CA 92507
VS Ultra Lights Reg	3 cases		
VS Ultra Lights Men	3 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Florida			
VS Regular	1 cases	Week of	John Carney
VS Menthol	1 case	February 19	26-04-00
VS Lights Reg	3 cases		Liss Transportation
VS Lights Men	3 cases		1111 West 30th Avenue
VS Ultra Lights Reg	2 cases		Bay 10
VS Ultra Lights Men	2 cases		Deerfield Beach, FL 33442
VS Super Slims Reg	2 cases		Inside Delivery Tuesday and Friday
VS Super Slims Men	2 cases		8:00 - 12:00

2040560083

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Samples	Quantity	Due	Ship to
Houston			
VS Regular	1 case	Week of	Ken Heps
VS Menthol	1 case	March 12	36-06-00
VS Lights Reg	3 cases		Philip Morris USA
VS Lights Men	3 cases		6821 Fulton Street
VS Ultra Lights Reg	2 cases		Houston, Texas 77022
VS Ultra Lights Men	2 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Newport			
VS Regular	1 case	Week of	Paul DeAngelis
VS Menthol	1 case	July 2	12-08-00
VS Lights Reg	3 cases		14 Clyde Street
VS Lights Men	3 cases		West Warwick, RI
VS Ultra Lights Reg	2 cases		(401) 823-5555
VS Ultra Lights Men	2 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Albuquerque			
VS Regular	1 case	Week of	Hector Medero
VS Menthol	1 case	July 23	73-12-00
VS Lights Reg	3 cases		Philip Morris USA
VS Lights Men	3 cases		2801-A Broadbent Parkway
VS Ultra Lights Reg	2 cases		Albuquerque, NM 87107
VS Ultra Lights Men	2 cases		(505) 252-1079
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		

2040560084

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Samples	Quantity	Due	Ship to
Los Angeles			
VS Regular	1 case	Week of	Talbert Bartholomew
VS Menthol	1 case	July 30	55-00-01
VS Lights Reg	3 cases		Redondo Torrance Mini Storage
VS Lights Men	3 cases		3701 Inglewood Avenue
VS Ultra Lights Reg	2 cases		Redondo Beach, CA 90278
VS Ultra Lights Men	2 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Oakland			
VS Regular	1 case	Week of	Kelly Cutshall
VS Menthol	1 case	October 15	53-10-00
VS Lights Reg	3 cases		Philip Morris USA
VS Lights Men	3 cases		30481 Whipple Road
VS Ultra Lights Reg	2 cases		Union City, CA 94587
VS Ultra Lights Men	2 cases		
VS Super Slims Reg	2 cases		
VS Super Slims Men	2 cases		
Nashville			
VS Regular	1 case	Week of	Perry Pugh
VS Menthol	1 case	October 15	31-01-00
VS Lights Reg	3 cases		Philip Morris USA
VS Lights Men	3 cases		1931 Airline Drive
VS Ultra Lights Reg	2 cases		Suite A
VS Ultra Lights Men	2 cases		Nashville, TN 37210
VS Super Slims Reg	2 cases		Del: M, W, F, 8:30 - 10:00 a.m.
VS Super Slims Men	2 cases		

2040560085

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution DATE: April 2, 1990

FROM: Susan Jannetta

SUBJECT: VIRGINIA SLIMS
NEW AGENCY CREATIVE REQUEST PROCEDURE

In order to provide Leo Burnett with clear, timely direction and improve the process of creative development for Virginia Slims projects, we will be instituting a new procedure of communication with the Agency. From now on, the Agency should receive creative direction in writing from Brand and all support groups per the attached format. Further, Brand Group must approve this document prior to its release to the Agency.

Please review this new format (Attachment A), as well as the samples provided (Attachments B-C). You will be contacted shortly regarding a meeting with Burnett to discuss any issues/questions about this new procedure.

Thank you.

Susan

CC: M. Antonoff
I. Broeman✓
J. Cunningham
T. McCarthy
L. McCullogh
M. Nawrocki
N. Parmet
J. Spector

2040560086

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT A

VIRGINIA SLIMS CREATIVE REQUEST

DATE:

TO: Bill Hanekamp

FROM: Nancy Zimbalist

PROJECT:

OVERVIEW:

TARGET:

COMMUNICATION OBJECTIVES:

ELEMENT(S)/SIZE(S):

COPY SPECIFICS/ LEGAL REQUIREMENTS:

SPECIAL INSTRUCTIONS:

POS CODE NUMBER(S):

DUE DATES:

CC'S:

Deane Weissman	Dave Etz
Ina Broeman	Kevin McCann
Leo McCullagh	Valerie Jordan
Julie Greene	Elvena Newsome

2040560087

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT B

VIRGINIA SLIMS CREATIVE REQUEST

DATE:	March 19, 1990
TO:	Bill Hanekamp
FROM:	Ashley O'Neil
PROJECT:	Buy 2 get one free tennis ticket retail promotion
OVERVIEW:	To increase awareness of Virginia Slims Tennis Tournaments, offering free Virginia Slims Tennis ticket with two-pack purchase to run in LA and Oakland (September/October) and New York City (November)
TARGET:	Female smokers - pack buyers.
COMMUNICATIONS OBJECTIVES:	Primary - Tournament name Secondary - Free Virginia Slims Tennis ticket with 2 pack purchase.
ELEMENT(S)/ SIZE(S):	20-Unit Display: 26" high, 16" wide, 10" deep, die cut top/one side, for LA & CA tournaments only. (prototype due LBC 2/15) #52243 30-unit Display: 26"high, 18" wide, 10" deep, die-cut top/one side, for New York tournament only. (prototype 2/15) Poster: size open #52245 Flex Card: size open, must fit 2 pack (100mm only) plus ticket. #52246 Note: plastic cover over ticket must have a 1/4" glue lip. Sales Sheet: size open, look at die cut, 2-page layout. #52245 Ticket: 5"x 3" (No # necessary)

2040560088

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COPY SPECIFICS/

Display Units/Poster: "Free" must pop, "while supplies last" must be on header, tournament name, dates and other information (see attached for information)

Flex Card: 1990 schedule creative on back

Ticket: Front should include tournament name, schedule, Ginny.

Follow tennis event instructions for: sponsor, participating sponsors and dates.

LEGAL REQUIREMENTS:

All pieces, except ticket, require appropriate warning box, pack shot, T/N line.

Ticket: must state on front "Offer limited to 21 years old and older" and "Proof of age required." (See attached for legal copy on back of ticket.)

Flex Card: must have warning box, pack shot, T/N line on back.

SPECIAL INSTRUCTIONS:

Creative look should match tennis event look, i.e., should include Schwab III layout.

POS CODE NUMBER(S)/
DUE DATES:

All comps: 2/22/90
A&K's: Displays: 4/2/90
Poster: 4/2/90
Flex Card: 4/2/90
Ticket: 4/2/90
Sales sheet: 3/16/90

CC'S:

Marla Antoff
Tom McCarthy
Susan Jannetta
Nancy Parmet
Barbara Stoldt
Dave Etz
Ina Broeman
Deane Weissman
Susan Graff

2040560089

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

COPY FOR FREE TICKET PROMO

LA (Virginia Slims of Los Angeles)

Dates:	Monday, August 13	9:00 a.m.
	Tuesday, August 14	9:00 a.m.
	Wednesday, August 15	10:00 a.m.
	Thursday, August 16	10:00 a.m.

Location: Manhattan Country Club
Manhattan Beach, California

Copy: Ticket valid for general admission grandstand seats
Day session matches only
Restrictions apply, see reverse side for details. (see attached) (on ticket only)

Telephone: (213) 546-7753

For Overlay

Oakland (Virginia Slims of California)

Dates:	Monday, October 29	9:00 a.m.
	Tuesday, October 30	9:00 a.m.
	Wednesday, October 31	10:00 a.m.
	Thursday, November 1	10:00 a.m.

Location: Oakland Coliseum Arena
Oakland, California

Copy: Ticket valid for general admission.
Day session matches only
Restrictions apply, see reverse side for details. (see attached) (on ticket only)

Telephone: (415)673-2016

2040560090

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

BACK OF TICKET

VIRGINIA SLIMS
OF
LOS ANGELES

- Tickets valid for general admission grandstand seats at daytime sessions Monday through Thursday
- Tickets are not resalable or redeemable for cash
- By responding to this offer you certify that you are a smoker at least 21 years of age. You are also willing to accept free samples of cigarettes in the mail subject to applicable state and federal law. Offer good in U.S.A. only except where prohibited

Name Mr./Ms. _____ M___ F___

Address _____ Apt # _____

City _____ State _____ Zip _____

Phone Number (____) _____ Date of Birth ___/___/___

1. What is your regular brand of cigarettes?

_____
(full brand name)

2. About how long have you smoked this brand?

__ Less than 1 year __ 2 to 3 years __ Over 5 years
__ 1 to 2 years __ 3 to 5 years

3. Is your regular brand ?

__ Filter __ Menthol __ Regular/King Size
__ Non Filter __ Non-Menthol __ Long/100's
Extra Long/120's

Lights: 9 mg "Tar" 0.7 mg nicotine 100's
15 mg "Tar" 1.1 mg nicotine 120's 14 mg
tar 1.0 mg nicotine Ultra Lights 6 mg tar
0.5 mg nicotine as per cigarette by FTC method

[illegible] 1979 [illegible]

2040560091

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Attachment C

LBC CREATIVE REQUEST

DATE:	April 1
TO:	Dave Etz
FROM:	Nancy Parmet
PROJECT:	Retail Calendars, Mainline & Ethnic
OVERVIEW:	Calendars are distributed by the Virginia Slims sales force to small and middle size retail outlets. They are gifts, no order is required. The retailers like these not only for their calendar portion but as a quality graphic to "liven-up" their dull back rooms.
TARGET:	Retailers
COMMUNICATION OBJECTIVE(S):	First and foremost this is a calendar and as such each page should quickly and clearly communicate the month, days and dates. Secondly it should communicate the Slims name and image.
ENVIRONMENT	These are put on the wall in cluttered back rooms. So calendar dates must be legible from a 5 foot distance.
ELEMENT(S)/SIZE(S):	Two separate calendars, Mainline & Ethnic. Last years Ethnic size was good. Calendar should hang vertical for easier placement.
POS CODE NUMBER(S):	#54923 (Mainline) #54924 (Ethnic)
COPY SPECIFICS:	None
LEGAL REQUIREMENTS:	Standard
SPECIAL INSTRUCTIONS:	1) Calendar dates must be legible 2) Limited budget so place two months on one page 3) Need Nov '90 - Dec '91, plus cover 4) Pack placement up to art director, but would like it if every page had packs.
DUE DATES:	Comps 5/1, A&K 6/1
CC'S:	Susan Jannetta - PM Tom McCarthy - PM Barbara Stoldt - LBC Bill Hanekamp - LBC

2040560092

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CREATING NEW MATERIALS

- Once a new material has been approved, a POS number must be assigned to it by the Purchasing Coordinator.

- A purchase requisition form (see Internal Procedures) must be completed, including directions on where it will be shipped, the POS number, packing factor, and total volume being ordered.

- The requisition is turned over to purchasing who then identifies a supplier.

- Once purchasing has determined the supplier, the requisition form is returned to the Coordinator, Operations, and then must be signed by all of the following:

  Manager
  Group Manager
  Event Director
  Purchasing Director
  Marketing Vice President
  Brand Vice President
  Senior Vice President, Marketing

- When the purchase order is received (yellow sheet) it should be logged in the ledger as an invoice under "materials" and filed with materials orders.

2040560093

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

P.O.S. NUMBER GUIDELINE

WHAT PIECES REQUIRE ID/POS OR AD NUMBERS?

Every item we produce requiring a mechanical (posters, displays, magazine ads, or even a label sewn inside a piece of clothing produced for Marlboro Country Store or Virginia Slims Wear) must have an ID/POS or Ad number; even if the item is not going into the warehouse.

WHO DO WE GET THESE NUMBERS FROM?

Print/Outdoor/Out-of-Home: The agency is responsible for assigning an ID number for these items, e.g. 30 sheet, marcann 2-sheet, 8-sheet etc.

Miscellaneous: ID/POS number for all Sales Cycle materials such as set/sells, contract headers, black accounts, etc., and special Brand Promotions such as A-1, 2-Pack, On-Carton, etc., will be assigned by Maria Buonaventura.

ID/POS numbers for Special Events such as Marlboro Auto Racing V.S. Tennis, B&H Command Performance, etc., will be assigned by Ileana Negron.

ID/POS numbers for incentive items will depend on who is producing them. ID/POS numbers for incentives produced by our Purchasing department (L. Cappelli, V. Occhiuto, J. Severino, F. Goehl, V. Strychack, C. Bassignana) will be assigned by Maria or Ileana.

ID/POS numbers for permanent pieces (selectives and featured item) will be assigned by Merchandising Materials.

WHEN SHOULD WE GET THESE ID/POS NUMBERS?

An ID/POS number should be assigned prior to the development of mechanical. When Brand or Promotions request the agency to work on a mechanical for a miscellaneous piece, they should supply the agency with the ID/POS number at the same time. The agency should not accept a job request for a mechanical without an ID/POS number. If it is a request for a print ad or outdoor, out-of-home piece, the agency should automatically assign the item with an ID or Ad number.

WHAT PIECES REQUIRE A LEGAL STAMP ON THE MECHANICAL?

Every mechanical must have a stamp on the board. The stamp must be completely filled in from the ID/POS number down to the T&N size. If the piece does not require a warning box or T&N, indicate by using a dash.

2040560094

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

P.O.S. NUMBER GUIDELINE
(Continued)

NOTE: If you have PM's Art department make up a mechanical, the above rules still apply. Prior to going to the Art department, see Ileana and we will supply you the stamp and the necessary information needed to complete stamp.

No mechanical should ever come in without a completed stamp.

. **WHO NEEDS TO SIGNOFF ON MECHANICALS?**

All mechanicals must be signed off by the appropriate Brand or Promotions person and by Ileana or Maria.

NOTE: Purchasing and/or Merchandising Materials should not accept any mechanical that does not have a legal stamp and the appropriate signatures. No mechanical can be released to a vendor without proper sign-off.

. **WHAT IS REQUIRED ON THE LEGAL STAT?**

The legal stat should match the mechanical exactly. The stamp must be complete with ID/POS or Ad number along with the appropriate signatures.

If a change is made to the mechanical, whether it be a copy change or a warning box change, a new stat must be submitted.

The legal stat should be submitted at the same time as the mechanical or no later than one week prior to the submission of the mechanical.

It is imperative that the stats be sent to our Legal Department as soon as possible in order to avoid un necessary production delays.

2040560095

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS TENNIS
1991 POS NUMBERS

POS NUMBER	ITEM	QUANTITY	UNIT PRICE
32530	Second Sheets	100,000	.03
52957	Lanyards	30,000	.40
56005	Slimstat Banner	25	103.00
56018	1991 3-panel Brochure	1,100,000	1.45
56027	1991 Counter Card Sheets	15,000	.64
56027	1991 Counter Card Mounting	15,000	1.50
56029	1991 Spectator Drawsheet	160,000	.12
56090	Mini-Decal Sheet	2,000	2.90
56093	Decal Kit	100	185.00
56094	Photo Holder	7,500	1.58
56095	Directional Sign Kit	25	465.00
56096	Logo Banner	75	110.00
56097	Box Seat Signs	7,500	1.18
56098	Tyvek Envelope (w/return)	5,000	3.24
56099	Drawsheet 8 1/2 x 11 (32)	600	.58
56100	Drawsheet 8 1/2 x 11 (64)	300	1.44
56101	Drawsheet 8 1/2 x 11 (16)	600	.58
56102	Drawsheet Posters (16)	300	2.49
56103	Drawsheet Posters (32)	300	2.49
56104	Drawsheet Posters (64)	300	2.49
56105	Drawboard (16) 4' x 6'	25	154.00
56106	Drawboard (32) 4' x 6'	25	154.00
56109	Post-It Note Pad	3,000	.34
56112	Spiral Notepad	3,500	3.10
56138	VS Tennis Rankings Paper	100,000	.123
56139	VS Tennis Computer Paper	100,000	.09
57200	Ashtray	3,600	2.48
57222	Seats & Backs	400	13.60
57745	Polo Shirt L	552	13.45
57746	Polo Shirt XL	600	13.45
57761	Tennis Balls	1,250	2.35
57944	Polybag	30,000	.47
58249	Panama Hat M	3,000	4.85
58250	Panama Hat L	2,000	4.85
58289	Ball Person T-Shirt M	504	2.60
58290	Ball Person T-Shirt L	504	2.60
58291	Ball Person T-Shirt XL	504	2.60
59343	Pedro T (Generic) M	360	2.73
59344	Pedro T (Generic) L	648	2.73
59345	Pedro T (Generic) XL	504	2.73
59363	Water Bottle	7,500	.91
59378	Napkin	250,000	.02
59379	Ginny T-Shirt M	1,524	2.65
59380	Ginny T-Shirt L	3,504	2.65
59381	Ginny T-Shirt XL	3,012	2.65
59382	Duffle Bag	8,000	9.00
59383	Tennis Cap Orange	2,000	3.02
59384	Tennis Cap Yellow	2,000	3.02
59385	Tennis Cap Blue	2,000	3.02

2040560096

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POS NUMBER	ITEM	QUANTITY	UNIT PRICE
59386	Ball-in-Box Sweatshirt M	324	6.37
59387	Ball-in-Box Sweatshirt L	720	6.37
59388	Ball-in-Box Sweatshirt XL	504	6.37
59389	Ball-in-Box T Shirt M	864	3.15
59390	Ball-in-Box T Shirt L	2,400	3.15
59391	Ball-in-Box T Shirt XL	1,728	3.15
59392	Ginny Sweatshirt M	972	5.59
59393	Ginny Sweatshirt Lg	2,016	5.59
59394	Ginny Sweatshirt XL	2,016	5.59
59395	Fanny Pack	7,500	2.19
59396	Cold Cup	75,000	.11
59397	Towels	15,000	2.95
59398	Golf Umbrella	1,000	10.13
59399	Concession Umbrella	36	95.00
59400	Hot Cup	60,000	.03
59401	Luggage Tag	5,000	.95
59402	Pedro Oversize T W/Pocket	5,000	5.55
59403	Pedro Sweatshirt M	504	6.78
59404	Pedro Sweatshirt L	1,080	6.78
59405	Pedro Sweatshirt XL	864	6.78
59406	Mock Turtle L/S L	1,380	13.25
59407	Mock Turtle L/S XL	1,116	13.25
62682	Lined Pads	600	
62683	3 x 7 Banner	50	124.00
--	Color Logo Slicks	250	9.52
--	B&W Logo Slicks	250	.95
--	Calling Card	5,000	.36
--	Matches	12,000	.085
--	Bandana	--	--
--	Pedro City T M	1,056	2.67
--	Pedro City T L	2,244	2.67
--	Pedro City T XL	2,244	2.67
--	1991 Poster	20,000	.63
Asst'd	1991 Credentials	20,125	1.25
Asst'd	1991 Oversize Checks	11	178.00

2040560097

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MONETARY APPROVAL
MARKETING PROMOTIONS
($000)

	Dangoor	Merlo	McCullagh	Broemen Meurer	Arana Berner Charney Lazinsk E.Moore Vera Weiss Weissman Yusko
Job Orders	100+	100+	50	10	0
Purchase Req/ Contracts	500	250	50	10	1
Professional Services	125	50	0	0	0
Consultants (Annual)	50	10	0	0	0
Travel	5+	5	3	2	1

2040560098

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Distribution DATE: November 27, 1989

FROM: Harry G. Steele

SUBJECT: EXPENSE ACCOUNT POLICY CLARIFICATION

The following clarifications to the Philip Morris U.S.A. Expense Account Policy (02-100) are effective with travel commencing December 1, 1989. Please make certain all members of your staff are informed.

1. In the instance that business requirements dictate the necessity for a family member to accompany an employee traveling on business, prior written approval of the senior function head is required. The Travel Department will require a copy of the approval before reservations will be booked. A copy of the approval must also be attached to the expense statement submitted for reimbursement. The responsibility for approval of a family member's expenses cannot be delegated.

2. Long distance telephone charges must be itemized on expense statements with the name of the person or firm called noted. One family call of reasonable length is allowed daily while out of town. In exceptional circumstances, such as illness of a family member, additional personal calls may be approved.

3. Meals/entertainment expenses incurred solely among Philip Morris employees based at the same location will not be reimbursed because the company provides adequate dining facilities at office locations. This policy also applies to the PM-USA sales force or employees within the same section. The exception to this policy is when employees are traveling. In these circumstances, they can incur meals and entertainment expense together with employees at the local office location. The employee who pays the bill should submit the cost on his expense statement, identify the other employees attending and detail the business purpose of the discussion.

2040560099

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

4. In the case of master billings, incidental expenses such as meals, entertainment, telephone calls, etc., should be submitted on an expense statement and approved by the employee's supervisor. When there is an exception to this procedure, all attendees will be notified of specific arrangements in advance.

Larry G. Steele

HGS:ll

cc: E. Houminer

2040560100

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A.

EXPENSE STATEMENT

NAME

DATE EXT.

DEPT.

LOCATION TO MAIL CHECK

OPERATION TO BE CHARGED

YOUR SIGNATURE

YOUR SUPERVISOR'S SIGNATURE

1	TOTAL EXPENSE		
2	PAID BY COMPANY		
3	AMOUNT ADVANCED		
4	TOTAL OF LINE 2 AND 3		
5	IF LINE 4 EXCEEDS LINE 1, ENTER AMOUNT AND SUBMIT YOUR REMITTANCE TO THE CASH RECEIPTS CLERK.		
6	IF LINE 4 IS LESS THAN LINE 1, ENTER AMOUNT DUE YOU.		

DATE	DESCRIPTION AND WHERE INCURRED	BUSINESS PURPOSE BUSINESS RELATIONSHIP (INCLUDE NAME AND AFFILIATION)	C A ✓	TRANSPORTATION* PAID BY COMPANY	TRANSPORTATION* PAID BY YOU	ROOM	MEALS	EXPENSES WITH OTHERS	COMPANY-OWNED AUTO EXPENSES**	MISC. TAXIS, TIPS, ETC.	TOTAL
		TOTALS $									

FOR ACCOUNTING USE ONLY

VOUCHER: _____

VENDOR: _____

INVOICE NUMBER: _____

INVOICE AMOUNT: _____

VENDOR ZIP (Q): _____

INVOICE DATE: _____

DESCRIPTION: _____

CHECK DESCRIPTION:

(I) _____

_____

_____

(1) ACCTG. AUDIT _____

(2) ACCTG. APPROVAL _____

(3) DATA ENTRY _____

	GL ACCOUNT	C/D	DESC.		(Q)	AMOUNT
1						.
2						.
3						.
4						.
5						.
6						.
7						.
8						.

2040560101

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A.

EXPENSE STATEMENT

p. 1 of 3
totals on p 3

NAME DEANE WEISSMAN

DATE 6 Mar 91 EXT. 3476

DEPT. Event Mktg

LOCATION TO MAIL CHECK 120/5

OPERATION TO BE CHARGED Virginia Slims Tennis

YOUR SIGNATURE Deane Weissman

YOUR SUPERVISOR'S SIGNATURE Ina W Broeman

1	TOTAL EXPENSE		3218.58
2	PAID BY COMPANY	2262.00	
3	AMOUNT ADVANCED	—	
4	TOTAL OF LINE 2 AND 3		2262.00
5	IF LINE 4 EXCEEDS LINE 1, ENTER AMOUNT AND SUBMIT YOUR REMITTANCE TO THE CASH RECEIPTS CLERK.		—
6	IF LINE 4 IS LESS THAN LINE 1, ENTER AMOUNT DUE YOU.		956.58

DATE	DESCRIPTION AND WHERE INCURRED	BUSINESS PURPOSE / BUSINESS RELATIONSHIP (INCLUDE NAME AND AFFILIATION)	C A	TRANSPORTATION* PAID BY COMPANY	TRANSPORTATION* PAID BY YOU	ROOM	MEALS	EXPENSES WITH OTHERS	COMPANY-OWNED AUTO EXPENSES**	MISC. TAXIS, TIPS, ETC.	TOTAL
1/24	taxi - NYC	worked late								9.25	9.25
1/25	taxi - NYC	" "								3.25	3.25
1/29	taxi - NYC	" "								3.25	3.25
1/31	taxi - NYC	" "								8.50	8.50
2/9	to/from office on Saturday - subway									2.30	2.30
2/9	lunch - NYC	worked Sat: BSentura, NZimbalist, Aperson: PM						47.00			47.00
2/11	lunch - NYC	BPendergast: C&W VST RR						31.00			31.00
2/16	dinner - NYC	ALeaird - WTA VST						18.70			18.70
2/14	taxi - NYC	worked late								6.75	6.75
2/20	taxi - NYC	" "								4.00	4.00
2/21	taxi - NYC	" "								3.25	3.25
2/22	taxi - NYC	" "								4.00	4.00
2/22	taxi - NYC	to mtg. w/ ALeaird - WTA								4.75	4.75
2/25	taxi - NYC	worked late								3.25	3.25
2/26	taxi - NYC	" "								4.00	4.00
see page 3 for totals		this page TOTALS $						96.70		56.55	153.25

FOR ACCOUNTING USE ONLY

VOUCHER: _____

VENDOR: _____

INVOICE NUMBER: _____

INVOICE AMOUNT: _____

VENDOR ZIP (Q): _____

INVOICE DATE: _____

DESCRIPTION: _____

CHECK DESCRIPTION:

(I) _____

(1) ACCTG. AUDIT _____

(2) ACCTG. APPROVAL _____

(3) DATA ENTRY _____

	GL ACCOUNT	C/D	DESC		(Q)	AMOUNT
1						
2						
3						
4						
5						
6						
7						
8						

2040560102

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS SERIES: CONSULTANT EXPENSE REPORT

Date	VENDOR/DESCRIPTION	TRANSPORTATION			Room & Tax	Meals	Expense w/Others	Phone	Misc.	Total
		Airfare/ Rail, Etc.	Car Expense	Cabs						
	TOTAL $									

Name _____

Expense Period: _____

Purpose of Trip: _____

_____

City/State: _____

_____

Date: _____

Signature: _____

Account Executive
Signature: _____

VIRGINIA SLIMS	AMT.
Expense Report Total	
Agency - Advance	

FORM #3396 NY
PM INC. 1/83
COMP D3949/A109

2040560103

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS SERIES: CONSULTANT EXPENSE REPORT

Date	VENDOR/DESCRIPTION	TRANSPORTATION: Airfare/Rail, Etc.	TRANSPORTATION: Car Expense	TRANSPORTATION: Cabs	Room & Tax	Meals	Expense w/Others	Phone	Misc.	Total
MAY 16	TRANSPOR TO AIRPORT 20 MI @ .24		4.80							4.80
	BEVERAGE AT AIRPORT					1.50				1.50
	TAXI TO SNOID			27.00						27.00
	SNACK					2.25				2.25
	TAXI TO S.F. AIRPORT			26.00						26.00
	S.F. AIRPORT BEVERAGE					1.75				1.75
	AIRPORT PARKING		10.50							10.50
	TRANSPOR FROM AIRPORT 20 MI @ .24		4.80							4.80
	AIRFARE	268.00								268.00
	TOTAL $	268.00	20.10	53.00		5.50				346.60

Name SHARI BARMAN
Expense Period MAY 16, 1988
Purpose of Trip VIRGINIA SLIMS STORE PHOTO SHOOT
City/State SAN FRANCISCO, CALIFORNIA
Date MAY 17, 1988
Signature
Account Executive Signature 5/18 5/18

VIRGINIA SLIMS	AMT.
Expense Report Total	346.60
Agency - Advance	—
TOTAL	346.60
PLEASE MAKE CHECK	
PAYABLE TO:	
WOMEN'S SPORTS, INC.	
THANK YOU.	

FORM #3386 NY
PMI INC 1/83
COMP D3949 A1C9

2040560104

TABLE OF CONTENTS

I. Introduction

II. Budgets / Commitment Reporting

III. Events Manual

IV. Event Checklist

V. Purchasing

- Selection of Vendors
- The Bidding Process
- Exhibit A

VI. Contracts

VII. Consultants & Professional Services

- Exhibit B

VIII. Monetary Approvals

- Exhibit C

- Exhibit D

IX. Receipt of Goods

X. Expense Accounts

- Exhibit E

XI. Vendor Changes/Additions & Processing Invoices For Payment

- Exhibit F

- Exhibit G

XII. Business Gifts

- Exhibit H

XIII. Organization Charts

2040560105

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EVENTS PROCEDURES

INTRODUCTION

The purpose of this manual is to provide guidelines for monitoring sponsorship of promotional events. These procedures outline:

- o how to monitor budgets through commitment reporting
- o the maintenance of an events manual for each event sponsored.
- o procurement of goods and services
- o vendor selection
- o contract documentation requirements
- o the difference between "consultants" and "professional services"
- o monetary approval levels
- o requirements for the receipt of goods
- o expense account policies
- o how to add or change information for vendors
- o payment of invoices
- o business gift documentation requirements

Please feel free to contact the Budgets, Accounting or Financial Controls Group with any questions you might have.

2040560106

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

BUDGET PROCESS OVERVIEW

- The total budget for each event is developed and approved in the fall during the Original Budget process. The budgets are formally updated on a quarterly basis (1st, 2nd and 3rd Revised).

- The objective is to prepare a "zero base" or "bottom up" budget of major expense elements, such as professional services, contract commitments, promotional materials, etc. (A list of the expense elements and descriptions is included in Attachment I).

- A budget analyst will meet with the Events manager at the beginning of each quarter to develop/update financial projections by expense. Any interim changes should be communicated to the Budget Department. However, these changes will not be reflected in the budget until the subsequent quarter.

- For each expense element, Budgets will work with Events to prepare projections of monthly expense by vendor (See Attachment II). The budget analyst will load the expense information into the budget system to provide Events with monthly reporting.

2040560107

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT I
1991 EVENT PROMOTIONS
EXPENSE CODES AND DESCRIPTION

ACCOUNT CODE	044 - XXX	4401 XX 4430 4440	XXX0
	EXPENSE CODE	BRAND CODE	PROJECT CODE

EXPENSE CODE	EXPENSE	DESCRIPTION
041	TELEPHONE	THE COST OF TELEPHONE SERVICE, AND MAINTENANCE - INCLUDING EQUIPMENT, WATS LINES, TIE LINES AND LONG DISTANCE SERVICE.
085	TAXES ON SAMPLES	THIS ACCOUNT WILL BE CHARGED WITH THE STATE AND LOCAL TAXES ON SAMPLE PRODUCTS SHIPPED FOR A SPECIFIC PROMOTION.
086	SAMPLES	THIS ACCOUNT WILL BE CHARGED WITH THE COST OF CIGARETTES PACKED SIX TO A PACKAGE AND ISSUED FROM INVENTORY TO BE USED FOR A SPECIFIC PROMOTION.
122	TROPHIES	ALL EXPENSES RELATED TO THE COST OF TROPHIES FOR A BRAND PROMOTIONAL EVENT.
133	CONSUMER INCENTIVE	MERCHANDISE GIVEN TO THE CONSUMER THAT IS USED TO HELP PROMOTE THE BRAND IMAGE. INCENTIVES INCLUDE BUT NOT LIMITED TO T-SHIRTS, TOWELS, VISORS, KEY CHAINS ETC..
137	PROMOTIONAL MATERIAL	ALL EXPENSES INCURRED FOR PROMOTIONAL ITEMS SUCH AS POSTERS, BANNERS, GIFTS, CUPS, NAPKINS, AND SAMPLING BINS.
143	TENNIS MEDIA PRODUCTION	VIRGINIA SLIMS TENNIS RELATED PRODUCTION AGENCY EXPENSE FOR MAGAZINE, AND OUTDOOR ADVERTISEMENT.

2040560108

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

144	TENNIS NON MEDIA PRODUCTION	VIRGINIA SLIMS TENNIS RELATED PRODUCTION AGENCY EXPENSES FOR POS MATERIALS SUCH AS CHAIRS, BANNERS, STATIONERY, AND INVITATION DESIGNS.
160	MISCELLANEOUS	BUSINESS EXPENSES WHICH ARE NOT SPECIFICALLY PROVIDED FOR ELSEWHERE.
185	STAGING/PRODUCTION	ALL COSTS RELATED TO STAGING AND PRODUCTION OF A PROMOTIONAL EVENT.
202	ARTWORK DEVELOPMENT	GENERAL PRODUCTION COSTS/AGENCY CREATIVE INCURRED BY LEO BURNETT, WELLS, RICH, GREENE OR BACKER SPIELVOGEL.
203	NON-AGENCY ARTWORK	GENERAL PRODUCTION COSTS/AGENCY CREATIVE INCURRED BY OUTSIDE AGENCIES NOT INCLUDED IN EXP. 202.
253	RENTALS	THE COST OF RENTAL TO INCLUDE SUCH ITEMS AS FURNITURE, MACHINE RENTALS, MUSIC RENTALS, ETC.
273	PUBLIC RELATION MATERIAL	BANNERS, STATIONERY, CREDENTIALS, FABRIC, LEADERBOARDS, SCHEDULES DRAWSHEETS, AND PRESS GIFTS SUPPLIED BY PM.
275	SPEAKER FEE AND EXPENSE	FEES AND EXPENSES FOR SPEAKERS WHO ARE PRESENT AT PRESS CONFERENCES.
277	ARTIST FEE AND EXPENSE	ARTIST FEES AND THE ARTIST COST INCURRED WHILE TRAVELLING TO THE CONCERT SITE AND PRESS CONFERENCES RELATING TO THE MUSIC PROGRAMS.
314	PRIZE MONEY	THE PRIZE MONEY PAID BY PM USA FOR ALL EVENTS.
450	CONTRIBUTION	THE COST OF CONTRIBUTIONS MADE TO CIVIC AND CHARITABLE ORGANIZATIONS.

2040560109

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

452	BUSINESS GIFT	THE COST OF BUSINESS GIFTS MADE TO AN ORGANIZATION OR INDIVIDUAL.
470	CONSULTANT SERVICES	THE FEES AND EXPENSES PAID TO AN OUTSIDE CONSULTANT FOR SERVICES OF AN ADVISORY NATURE.
471	CONSULTANT - RETIRED	THE FEES AND EXPENSES PAID TO RETIRED PM EMPLOYEES FOR SERVICES.
472	PROFESSIONAL SERVICES	THE FEES AND EXPENSES PAID TO AN OUTSIDE ORGANIZATION FOR SERVICES OF A PROFESSIONAL NATURE.
473	CONSULTANT MEALS AND ENTERTAINMENT 80% DEDUCTIBLE	THE COSTS OF MEALS AND ENTERTAINMENT EXPENSE INCURRED BY CONSULTANTS AND RETIRED CONSULTANTS.
474	PROFESSIONAL SERVICE MEALS AND ENTERTAINMENT 80% DEDUCTIBLE	THE COSTS OF MEALS AND ENTERTAINMENT EXPENSE INCURRED BY ORGANIZATIONS RENDERING PROFESSIONAL SERVICES.
523	PRINTING GENERAL	THE COST OF ANY PRINTING OF A GENERAL NATURE DONE BY AN OUTSIDE FIRM.
541	MAIL SERVICE	THE COST OF SPECIAL MAIL HANDLING SERVICE (SPECIAL DELIVERIES, EXPRESS MAIL) TO TRANSACT COMPANY BUSINESS.
555	PHOTOGRAPHY	THE COST OF ALL PHOTOGRAPHY DEVELOPING, PRINTING, AND PHOTOSTATIC WORK CONTRACTED FOR OR INCURRED BY PHILIP MORRIS.
632	PURCHASED SERVICES	THE COST OF ALL PURCHASED SERVICES OTHER THAN TEMPORARY HELP, CONSULTING, AND PROFESSIONAL SERVICES.
639	FREIGHT	COST OF ALL FREIGHT RELATED CHARGES.

2040560110

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

653	MISCELLANEOUS CREDIT	THIS EXPENSE CLASS WILL BE CREDITED WITH THE AMOUNTS OF REVENUE GENERATED BY INDIVIDUAL COST CENTERS.
881	ADVERTISING	THE COST OF PRINTED ADVERTISEMENT TO PROMOTE A LOCAL OR SPECIFIC EVENT.
882	HOSPITALITY	ENTERTAINMENT EXPENSES FOR GUESTS OF PM AT PM SPONSORED EVENTS.
885	CONTRACT COMMITMENT	ALL COSTS FOR ALL CONTRACTUAL SERVICES RENDERED TO PM USA.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

0891/TENNIS
30-Jan-91

ATTACHMENT II
1991 ORIGINAL BUDGET
VS TENNIS - E12

EXPENSE CODE	DESCRIPTION	1991 BUDGET	EXPLANATION
085	TAXES ON SAMPLES	12,915	TAXES ON 321 CASES OF SAMPLE 6'S
086	SAMPLES 6'S	43,335	321 CASES OF SAMPLE 6'S
035	MEALS	0	
041	TELEPHONE	0	
125	SALESFORCE COLLATERAL	680,000	
133	CONSUMER INCENTIVES	0	
137	PROMOTIONAL MATERIALS	550,000	
143	TENNIS MEDIA	450,000	
144	TENNIS NON-MEDIA	500,000	
160	MISCELLANEOUS	0	
185	STAGING/PRODUCTION	0	
203	ARTWORK - NON AGENCY	0	
253	RENTALS	0	
270	SLIM STAT	0	
273	PUBLIC RELATION MATERIAL	752,000	
275	SPEAKER FEE AND EXPENSES	0	
276	PR CONFERENCES, SEMINARS MEDIA DAY	400,000	
277	ARTIST FEE AND EXPENSES	0	
289	INCENTIVE PROGRAM MATERIAL	0	
313	SPECIAL EVENTS	0	
314	PRIZE MONEY	3,695,000	CHICAGO, PALM SPRINGS, HOUSTON, MANHATTAN BEACH, DC, OAKLAND AND PHILADELPHIA-$280M EACH OKLAHOMA CITY, ALBUQUERQUE, NASHVILLE-$120M EACH, B. RATON-$400M, NEWPORT-$75M, AND NY CHAMPIONSHIPS-$900M
315	PRO SHOP	0	
450	CONTRIBUTIONS	0	
454	SPONSORSHIP-NON TAX	0	
457	SPECIAL PROJECTS	216,150	
470	CONSULTANT SERVICES	0	
472	PROFESSIONAL SERVICES	525,000	BARMAN, BELL, HANNAN, THURSTON, TBD AND ZIMBALIST FEES AND EXPENSES
473	CONSULTANT 80%	0	
474	PROFESSIONAL 80%	0	
523	PRINTING	0	
530	INSURANCE	0	
541	MAIL SERVICE	0	
555	PHOTOGRAPHY	69,000	
600	TEMP HELP	0	
632	PURCHASED SERVICES	0	
639	FREIGHT	0	
881	ADVERTISING	1,765,000	
882	HOSPITALITY	525,000	
885	CONTRACT COMMITMENT	2,816,600	WTA($587M), WIPTC($440M), BONUS($2,000M) LESS MSG CREDITS
888	NON US COLLATERAL		
TOTAL		13,000,000	

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

TRACKING AND ANALYSIS OF MONTHLY EXPENSES

At the end of each month, the Event managers will receive three reports to help them monitor payments and commitments versus budget.

(1) Brand Spending Report - This report lists total monthly and year-to-date charges by expense element and project code. The year-to-date expenses plus the open-commitment equal total spending commitments. The variance column, which reflects total committed spending versus budget, will help you identify remaining uncommitted funds.

(2) Open Commitment Report - This report lists total commitments for all approved purchase orders and contracts by expense element. Payments applied against the commitments are also listed. The open commitment column is the remaining balance to be paid.

Review the Open Commitment Report to ensure that commitments are correctly coded and that payments are properly applied to each commitment. This report can also be used to develop projections for remaining contract and P.O. payments by month.

(3) Voucher Distribution Report - The cumulative voucher distribution report shows year-to-date payments by expense element and by vendor. Review this report each month to ensure that charges are valid and properly coded.

20405600113

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT III
BRAND SPENDING REPORT

1 - M - Marketing

2 - Brand code

3 - Project code

4 - Project code and name of the project

5 - Brand spending for that month

6 - Date report was generated

7 - Month listed as the date under the title

8 - Amount paid toward the particular expense element during the current month

9 - Amount budgeted/forecasted for the particular expense element for the current month

10 - General ledger code

11 - Expense element

12 - Description of expense element (See Attachment I)

13 - Year-to-date actual - amount paid toward the particular expense element form January to the current month; the breakdown of these amounts can be explained in detail by using the year-to-date voucher distribution report sorted by expense element

14 - Year-to-date open commitment - remaining amount to be paid for that particular expense element

15 - Year-to-date total - the sum of the year-to-date actual and the year-to-date open commitment

16 - Total year approved budget for the particular expense element

17 - Difference between year-to-date total and total year budget. If the total year amount is less than the total year budget, it is a favorable amount. If the total year amount is greater than the total year budget, it is an unfavorable amount and denoted by an asterisk.

18 - Each column totaled

2040560114

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

123
1A^
M16E12

4
E120 TENNIS

PHILIP MORRIS USA
BRAND SPENDING REPORT
12/29/90 5

RUN DATE 01/14/91 6

CURRENT MONTH 7				YEAR-TO-DATE				
ACTUAL 8	BUDGET 9	10	11	ACTUAL 13	OPEN COMMITT 14	TOTAL 15	TOTAL YEAR BUDGET 16	VARIANCE FAV/UNFAV* 17
		044030	TRAVEL EXPENSE	1,537		1,537	1,537	
10,530		044035	MEALS/ENTMT 80%	12,056		12,056	1,526	10,530*
	166	044041	TELEPHONE	7,786		7,786	6,163	1,623*
19,100	47,969	044125	SALES FORCE COLL	431,115		431,115	411,479	19,636*
82,204	16,667	044133	CONSUMER INCENTI	98,683		98,683	66,009	32,674*
145,404	86,000	044137	PROMOTIONAL MATE	984,782		984,782	904,057	80,725*
30,913	55,334	044143	TENNIS MEDIA PRO	228,017		228,017	348,756	120,739
42,231	35,667	044144	TENNIS NON-MEDIA	425,016		425,016	478,106	53,090
9,249		044160	MISCELLANEOUS	9,649		9,649	284	9,365*
		044185	STAGING/PRODUCTI	1,150		1,150	1,149	1*
6,668		044203	NON-AGENCY ARTWORK	33,339		33,339	24,714	8,625*
		044253	RENTALS	1,729		1,729	1,729	
519	10,000	044270	SLIM STAT/COMPUT	355,469		355,469	384,898	29,429
3,462	20,000	044273	P.R. MATERIALS	150,748		150,748	206,217	55,469
		044275	SPEAKER FEE/EXPE	10,000		10,000	10,000	
68,279	22,000	044276	PRESS CONFERENCES	87,529		87,529	49,250	38,279*
	21,334	044277	ARTIST FEES/EXPE	134,387		134,387	248,387	114,000
46,000	1,630,666	044314	PRIZE MONEY	5,702,500		5,702,500	5,468,500	234,000*
	48,334	044315	FULFILLMENT	2,431		2,431	147,431	145,000
275		044452	BUSINESS GIFTS	275		275		275*
1,800		044453	SPONSORSHIPS-TAX EX	1,800		1,800		1,800*
		044454	SPONSORSHIPS-NON TAX	5,000		5,000	5,000	
42,300	15,000	044457	MARKETING PROJECTS	200,583		200,583	172,650	27,933*
365,533	107,666	044472	PROFESSIONAL SER	1,524,203		1,524,203	1,349,212	174,991*
19,778	13,237	044474	PROF SVC ENTMT80%	123,460		123,460	137,141	13,681
	3,700	044523	PRINTING GENERAL	1,055		1,055	11,100	10,045
		044541	MAIL SERVICE	27		27	27	
43,666	16,666	044555	PHOTOGRAPHY EXP	121,349		121,349	116,840	4,509*
23,003		044632	PURCHASED SVCS	58,729		58,729	33,794	24,935*
429	1,200	044639	FREIGHT	4,095		4,095	6,400	2,305
		044653	MISC CREDITS	20,688-		20,688-	17,288-	3,400
61,550	162,435	044881	ADVERTISING CORE	2,085,021		2,085,021	1,703,803	381,218*
673,049	40,000	044882	HOSPITALITY	929,925		929,925	214,463	715,462*
25,,00-	33,334	044885	CONTRACT COMMITT	681,666		681,666	806,666	125,000
1,670,942	2,387,375		TOTAL 18	14,394,423		14,394,423	13,300,000	1,094,423*

2040560115

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT IV
OPEN COMMITMENT REPORT

1 - Date report was run; report includes information from January to this date

2 - General ledger code

3 - Expense element

4 - Cost center

5 - Brand code

6 - Project code

7 - Number assigned to purchase order; for contracts this number begins with "H"; for incentives this number begins with "Y"; for hardware (System 2000, AV racks, etc), this number begins with "J", for all other orders, this number begins with "N"

8 - Month purchase order was issued

9 - Original amount committed; original amount of the purchase order or contract

10 - Amount paid toward the purchase order; payments made to the purchase order/contract

11 - Amount remaining to be paid on the purchase order/contract

12 - Name of vendor from whom items are ordered or with whom contract was negotiated

13 - PO amount, AP amount & open commitment amount are subtotaled by the expense element

14 - Total expenses for the cost center

15 - Total for the general ledger code

16 - Total expenses by project code

17 - The total Open Commitment amount by project code should tie to the total commitment amount on the brand spending report

2040560116

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2 3	4 5 6	7	8	9	10	11	12
ACCOUNT		PO	PO PERIOD	PO AMOUNT	AP AMOUNT	OPEN COMMITMENT	VENDOR NAME
044125	440116E120	N73624	01	6,862.50	.00	6,862.50	MEEHAN TOOKER
044125	440116E120	N73622	01	6,862.50	.00	6,862.50	MEEHAN TOOKER
044125	440116E120	N73665	01	4,725.00	.00	4,725.00	MEEHAN TOOKER
044125	440116E120	N73653	01	4,200.00	.00	4,200.00	MEEHAN TOOKER
044125	440116E120	N73666	01	3,967.50	.00	3,967.50	MEEHAN TOOKER
044125	440116E120	N73621	01	3,500.00	.00	3,500.00	MEEHAN TOOKER
044125	440116E120	N73625	01	3,500.00	.00	3,500.00	MEEHAN TOOKER
EXP TOTAL 13				55,817.50	.00	55,817.50	
044133	440116E120	N73611	01	18,700.00	.00	18,700.00	MASTA DISPLAY CO
044133	440116E120	N73612	01	1,800.00	.00	1,800.00	GRAPHIC CONCEPTS
EXP TOTAL				20,500.00	.00	20,500.00	
044137	440116E120	Y11530	01	9,540.00	.00	9,540.00	POLYFLAME CONCEP
044137	440116E120	Y11531	01	9,200.00	.00	9,200.00	ARDEN AND CO R.P
044137	440116E120	N73669	01	2,443.75	.00	2,443.75	M & R PROMOTIONS
044137	440116E120	N73667	01	1,943.75	.00	1,943.75	M & R PROMOTIONS
044137	440116E120	N73668	01	937.50	.00	937.50	M & R PROMOTIONS
044137	440116E120	Y11523	01	625.00	.00	625.00	JOY SILKSCREEN
EXP TOTAL				24,690.00	.00	24,690.00	
044273	440116E120	N73626	01	1,120.00	.00	1,120.00	M & R PROMOTIONS
EXP TOTAL				1,120.00	.00	1,120.00	
044278	440116E120	N73601	01	124.80	.00	124.80	URBAN OFFICE PRO
EXP TOTAL				124.80	.00	124.80	
044472	440116E120	HM0002-91	01	64,999.96	4,583.33	60,416.63	HANNAN BARBARA
044472	440116E120	HM0001-91	01	43,750.00	3,750.00	40,000.00	ZIMBALIST NANCY
044472	440116E120	HM0034-91	01	9,166.66	4,583.33	4,583.33	BELL JANINE
044472	440116E120	HM0025-91	01	9,166.66	4,583.33	4,583.33	THURSTON, ANNALE
EXP TOTAL				127,083.28	17,499.99	109,583.29	
CCTR TOTAL 14				229,335.58	17,499.99	211,835.59	
GLCODE TOTAL 15				229,335.58	17,499.99	211,835.59	
PROJ TOTAL 16				229,335.58	17,499.99	211,835.59	17
044885	440110E130	HM0031-91	01	117,500.00	20,200.00	97,300.00	MOOSE ENTERPRISE
044885	440110E130	HM0040-91	01	15,000.00	3,000.00	12,000.00	VAIL ASSOCIATES,
044885	440110E130	HM0041-91	01	12,500.00	2,500.00	10,000.00	BEAVER CREEK ASS
044885	440110E130	HM0042-91	01	12,500.00	2,500.00	10,000.00	STEAMBOAT SKI CO
044885	440110E130	HM0007-91	01	12,500.00	2,500.00	10,000.00	WINTER PARK RECR
044885	440110E130	HM0008-91	01	12,500.00	2,500.00	10,000.00	KEYSTONE RESORT
044885	440110E130	HM0009-91	01	12,500.00	2,500.00	10,000.00	MOUNT MANSFIELD
044885	440110E130	HM0010-91	01	12,500.00	2,500.00	10,000.00	PARK CITY SKI AR
044885	440110E130	HM0032-91	01	12,500.00	2,500.00	10,000.00	MOUNT BACHELOR S
044885	440110E130	HM0033-91	01	12,500.00	2,500.00	10,000.00	MAMMOTH MOUNTAIN
044885	440110E130	HM0029-91	01	12,500.00	2,500.00	10,000.00	SQUAW VALLEY USA

2040560117

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT V

VOUCHER DISTRIBUTION BY VENDOR*

This report is in alphabetical order by vendor name

1 - Name of vendor from whom items are purchased or with whom contract is negotiated

2 - Number assigned to the invoice by the vendor or by the accounting department for contracts

3 - Number assigned to the voucher by the accounting department for record keeping purposes

4 - Number assigned to purchase order; for contracts this number begins with "H"; for incentives this number begins with "Y"; for hardware (System 2000, AV racks, etc), this number begins with "J", for all other orders, this number begins with "N"

5 - Date payment was made to vendor

6 - Date invoice was issued

7 - General ledger code

8 - Expense element

9 - Cost center

10 - Brand code

11 - Project code

12 - Amount paid to the vendor for the invoice

13 - Initials of the key puncher/inputter

* The year-to-date voucher distribution report is also available by expense element. This report will also be issued monthly and can be used to the detail the charges as reported in the brand spending report.

2040560118

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

DATE/TIME 15/91 16.42 AP

PHILIP MORRIS U S A
NEW YORK: FINANCE
VENDOR PAYMENTS YEAR TO DATE - E120 VIRGINIA SLIMS TENNIS
RAHITA RAVAL - 120 PARK - 9TH FLOOR - EXT 2750

PAGE

INVOICE VENDOR NAME 1	INVOICE NUMBER 2	INV VOUCH 3	INVOICE PO NMBR 4	INV DTE PO 5	INVOICE DATE 6	DBS ACCOUNT 7 8	DBS CENTER 9 10 11	DIST AMOUNT 12	CORS INIT 13
ADVERTISERS PHOTOPRI	1192	167768		12/11/90	11/08/90	044273	440116E120	35.72	TP2
ADVERTISERS PHOTOPRI	1157	167770		12/11/90	11/09/90	044273	440116E120	17. 6	TP2
ADVERTISERS PHOTOPRI	1193	167771		12/11/90	11/09/90	044273	440116E120	53.58	TP2
ADVERTISERS PHOTOPRI	1194	167772		12/11/90	11/09/90	044273	440116E120	108. 1	TP2
ADVERTISERS PHOTOPRI	1154	167773		12/11/90	11/07/90	044273	440116E120	71.45	TP2
ADVERTISERS PHOTOPRI	1140	167774		12/11/90	11/06/90	044273	440116E120	120. 6	TP2
ADVERTISERS PHOTOPRI	1190	167775		12/11/90	11/08/90	044273	440116E120	64.95	TP2
ADVERTISERS PHOTOPRI	1188	167776		12/11/90	11/08/90	044273	440116E120	38.97	TP2
ADVERTISERS PHOTOPRI	1165	170289		12/20/90	11/13/90	044273	440116E120	17.86	TP2
** INV VEND NAME	ADVERTISERS PHOTOPRI							1, 78. 5	
AGNEW, CARTER & MCCA	7003 ADJ	144858		06/25/90	12/01/89	044472	440116E120	3,285.04	SBM
AGNEW, CARTER & MCCA	102080	145432		06/28/90	06/11/90	044472	440116E120	1,020.40	KGJ
** INV VEND NAME	AGNEW, CARTER & MCCA							4,305. 4	
ANTONOFF MARLA J.	030590030590	E14514		03/16/90	03/05/90	044137	440116E120	69.23	FJ
** INV VEND NAME	ANTONOFF MARLA J.							69. 3	
ARDEN AND CO R.M.	110190	165045	Y11309	12/03/90	11/01/90	044125	440116E120	1,020. 0	TPA
** INV VEND NAME	ARDEN AND CO R.M.							1, 20. 0	
ARTFUL DESIGN CALLIG	40075	167670		12/10/90	10/20/90	044632	440116E120	400. 5	ZDM
ARTFUL DESIGN CALLIG	6075	167671		12/10/90	10/25/90	044632	440116E120	60. 5	ZDM

2040560119

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NEW YORK FINANCE

EXPENSE PAYMENTS YEAR TO DATE - E120 VIRGINIA SLIMS TENNIS

RAHITA RAVAL - 120 PARK - 9TH FLOOR - EXT 2750

INVOICE VENDOR NAME	INVOICE NUMBER	INV VOUCH	INV CHK NMBR	INV DTE PD	INVOICE DATE	INV BNK	OBS - ACCOUNT	OBS - CENTER	DIST AMOUNT
CAROL L. NEWSOM ASSO	8782	172393	00134507	01/11/91	12/11/90	03	044035	440116E120	64.67
CAROL L. NEWSOM ASSO	8805	172413	00133769	01/04/91	12/11/90	03	044035	440116E120	237.32
CAROL L. NEWSOM ASSO	8803	172415	00134507	01/11/91	12/11/90	03	044035	440116E120	53.61
CAROL L. NEWSOM ASSO	8804	172416	00134507	01/11/91	12/11/90	03	044035	440116E120	32.00
RESTAURANT ASSOCIATE	076754	172351	00133692	01/03/91	11/15/90	03	044035	440116E120	187.50
RESTAURANT ASSOCIATE	076754-91	172352	00133692	01/03/91	11/15/90	03	044035	440116E120	9,832.70
TERRY DINAN'S	152591	141960	00106063	06/04/90	04/27/90	03	044035	440116E120	1,525.91
LOWE MARY KATE		170688	00132772	12/21/90	11/30/90	03	044035	440116E120	121.97
** DIST ACCT CHART	044035	440116E120							12,055.68
VIRGINIA SLIMS OF FL	17345	134837	00100642	04/30/90	03/28/90	03	044041	440116E120	173.45
VIRGINIA SLIMS OF OK	137237	147297	00108598	07/05/90	06/13/90	03	044041	440116E120	1,372.37
FAMILY CIRCLE MAGAZI	90,077	149876	00115503	08/20/90	07/20/90	03	044041	440116E120	370.90
ILLINOIS BELL	8298493039O	140475	00104275	05/21/90	03/02/90	03	044041	440116E120	100.74
NEW YORK TELEPHONE	7609260990	158148	00120968	10/03/90	09/07/90	03	044041	440116E120	534.72
GTE	393684004O3	141105	00104867	05/24/90	04/28/90	03	044041	440116E120	13.83
BRITISH TELECOM	6JC985	146842	B0001914	07/05/90	04/05/90	LF	044041	440116E120	285.94
BRITISH TELECOM	08582290	157334	B0001972	09/19/90	08/13/90	LF	044041	440116E120	1,843.07
MADISON SQUARE GARDE	E10039OVS	164295	00127003	11/12/90	10/14/90	03	044041	440116E120	1,400.00
SOUTHWESTERN BELL TE	78995730490	142690	00106543	06/07/90	04/15/90	03	044041	440116E120	135.09
TELECOM AUSTRALIA	79113	147992	00110907	07/20/90	03/20/90	03	044041	440116E120	791.13
NEW ENGLAND TELEPHON	79996351289	125801	00089844	02/06/90	12/02/89	03	044041	440116E120	133.96
FORD AUSTRALIAN OPEN	717	138884	00102356	05/09/90	03/02/90	03	044041	440116E120	82.32
USTA	8385	147195	00111627	07/26/90	06/25/90	03	044041	440116E120	83.85
VIRGINIA SLIMS OF AL	18791	163153	00125822	11/05/90	09/26/90	03	044041	440116E120	187.91
** DIST ACCT CHART	044041	440116E120							7,509.28
GERSON OFFSET LITHOG	3947	124107	00089756	02/06/90	01/04/90	03	044125	440116E120	2,056.75
GERSON OFFSET LITHOG	3877KADJ	125147	00000000	03/01/90	01/29/90	03	044125	440116E120	10,529.80
GERSON OFFSET LITHOG	3989	127034	00092719	02/26/90	01/24/90	03	044125	440116E120	2,056.75
GERSON OFFSET LITHOG	3969K	128029	00093757	03/05/90	01/31/90	03	044125	440116E120	12,367.50
GERSON OFFSET LITHOG	3990	130228	00094675	03/13/90	01/31/90	03	044125	440116E120	2,056.75
GERSON OFFSET LITHOG	3998	130229	00094675	03/13/90	01/31/90	03	044125	440116E120	2,056.75
GERSON OFFSET LITHOG	3954	130230	00094675	03/13/90	01/31/90	03	044125	440116E120	2,056.75

2040560120

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION III

Events Manual

The department sponsoring the event should maintain an events manual, a complete "book" containing all supporting relating to the event. The manual should include the following:

1. Copies of "Request for Quotation".
2. Copy of the "Bid Tabulation Form" (form #2675)
3. Copy of the contract and any additional written amendments.
4. Copies of related purchase orders.
5. Copies of all invoices submitted against the contract.

2040560121

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EVENT CHECKLIST

DATE PERFORMED

1. Was a purchase requsition form completed (form 1507) and forwarded to purchasing?

2. Was the vendor competively bid?

3. Was the lowest bid selected?
   If not, is the exception documented?

4. Is a contract required?

5. Was the contract/purchase requisition approval request form completed(exhibit A)?

6. Does the contract include the following?
   - Vendor name, address and federal tax ID#?
     If a new vendor was the PM-USA vendor update form completed(exhibit E)?
   - Financial impact?
   - Timing of payments?
   - Event dates & markets where services are to be performed?
   - Specific services to be performed including a timetable?
   - Reimbursable and non-reimbursable expenses defined?
   - Commissionable from non-commissionable items defined including the allowable mark-up percentage if applicable?
   - The amount of insurance coverage specified? Was risk management contacted?
   - That the vendor is an independent contractor?
   - An audit clause?
   - Was the term of the contract stated from execution to termination?
   - A cancellation clause included?
   - Are written amendments required?
   - Contract approved by someone with sufficient monetary approval(Exhibit B)?

7. Was the contract forwarded to legal & and accounting for their approval?

8. Is an events manual being maintained?

9. Are the invoices being tracked against the open P.O. and a cumulative dollar amount recorded?

10. Are the following PM-USA Financial Policy and Procedures being kept in mind at all times?

    - Monetary Approval Policy #02-300
    - Expense Account Policy #02-100
    - Business Gift Policy #02-200

2040560122

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION V

PURCHASING

The New York Purchasing Department is responsible for:

- All purchasing requirements for materials and services of the PM-USA office.
- The record-keeping of all pertinent information relating to purchase commitments.
- Securing approvals and maintaining accurate records of established authorization levels.

Selection of Vendors

In selecting a vendor, competitive bidding should be used. The lowest bid by a vendor shall be accepted; in the event that another vendor other than the lowest bidder is awarded the job it should be justified in writing. The written exception must be signed by both the individual authorized to approve the purchase requisition and the purchasing department director.

- Commitments of $10,000 to $100,000 require a minimum of at least three written competitive bids.
- Commitments of over $100,000 require at least three sealed competitive bids. (policy #04-140)
- All commitments over $100 must be on a purchase order or written contract.

Starting the Bidding Process

The manager of purchasing must have in his/her possession a properly approved purchase requisition.

The purchase requisition (form 1507 Exhibit A) must be prepared for all purchases from outside vendors.

- It must state the purpose of goods requested, specifications, quantity requirements, shipping instructions, delivery dates and accounting codes.

- A duplicate set of all data supporting the request for the bid should be retained by the requisitioning department.

Sealed Bids

The manager of purchasing verifies the qualifications of all vendors to be solicited and insures that all data forwarded to the vendor is identical. The "request for quotation" (form 2674) is prepared, which should include a complete description of the items or services to be purchased and all pertinent data. A statement should be included requesting the return of two sealed bids, one to be sent to the Manager

2040560123

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Sealed Bids(continued)

of Purchasing and the second to be sent to the Manager of the Accounting and Financial Controls Group.

- Distribution of the request for quotation is as follows:

1. Original retained in purchasing department.
2. One copy to each vendor.
3. A copy is duplicated and sent to the Manager of the Accounting and Financial Controls Group.

Receipt of Bids

- Upon receipt of all sealed bids a meeting is called by the Manager of Purchasing, the User department personnel and a representative from the Accounting Financial Controls Group.

- The bids are tabulated on form 2675, "Tabulation of Bids", which is prepared in duplicate.

- All parties present sign the "Tabulation of Bids" to certify that the opening of the sealed bids was performed.

- The determination of the successful bidder should be made promptly. If consideration other than price are the determining factor in selecting the successful bidder the decision will be made jointly, by the user department & purchasing department. All such considerations will be documented in writing.

- The original copies of the vendor bids and "Tabulation of Bids" are retained by the purchasing department and the duplicates are given to the user department.

2040560124

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit A

FORM #1507
PM INC. REV 4/80
COMP D4446A/A142

PURCHASE REQUISITION

P. O. NO _____

ORDER FROM: _____

SHIP TO: _____

DATE: _____ 19 ____

REQ. NO.: _____

TERMS: _____

F.O.B. _____

QUANTITY	ITEM	UNIT PRICE	TOTAL

2040560125

PURPOSE _____

DATE REQUIRED _____

DELIVER TO _____ DEPT. _____

ACCTG. CODE _____ ACCTG. DEPT. APPROVAL _____

PREPARED BY _____

DEPARTMENTAL APPROVAL _____

EXECUTIVE APPROVAL _____

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION VI

Contracts

Contracts or letters of agreement should be used too formalize a commitment when the purchase order format is to confining. Contracts are usually written to encompass confidentiality or exclusivity clauses or where the services rendered are varied for payment. A competitive review should still be used for vendor selection although it may be performed by the user group instead of purchasing because of the nature of the services.

- Once the vendor is selected a contract should be written. This will include payments made to individuals or firms who provide professional or consulting services on behalf of PM-USA(see section VII). The contract should be very specific and the following issues should be addressed.

1. Vendor name, address and federal tax ID#
2. Financial Impact
3. Timing of payments- payments made for services rendered should correspond with the timing of when services are provided. Payments made prior to the receipt of goods/services will be considered advance payments and will only be allowed on an exception basis with the approval of Finance. Documentation to justify advance payments will be required.
4. The event dates and the markets where they are to take place.
5. Specific services to be performed, including a time-table.
6. Reimbursable and non-reimbursable expenses should be outlined in the contract.
    - o Reimbursable travel expenses must adhere to the following guidelines:
        - PM-USA will only reimburse for coach class travel.
        - Airline ticket stubs must be submitted as documentation. A travel agency invoice is not acceptable supporting documentation.
        - Meals and entertainment must include list of attendees, affiliations, the subject matter discussed and receipts must be provided for any expense over $25.
        - Original invoices must be submitted for any reimbursable expense that is defined in the contract before payment reimbursement can be made.

2040560126

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Contracts(continued)

7. Commissionable from non-commissionable items must be distinguished. If certain items are to be defined as commissionable the mark-up percentage must be stated in the contract.
   - o Certain items are designated as non-commissionable, a few of them are as follows:

- Shipping	- Trucking
- Postage	- Car Rental
- Messenger	- Entertainment
- Travel Expenses	- Overtime
- Cab fare	- Telephone
- Meals	- Taxes

8. The amount of insurance required should be determined. Risk Management should be contacted.
9. A clause is necessary that states the Vendor is an independent contractor. Nothing in the contract shall be construed to make the vendor an employee of PM-USA or to make the parties joint ventures.
10. An audit clause is necessary, stating the following:

    Vendor shall maintain complete, accurate, original and uncensored records of all contracts, papers, correspondence, proofs of payment, ledgers, books, accounts, time sheets, and other documentation relating to the payments made by PM-USA and the named vendor, for the services outlined in the contracts. PM-USA or it designees may inspect, examine, and review such records (and make copies thereof) at anytime during normal business hours and with reasonable notice given to named vendor.

11. The contract term should be stated from execution to termination.
12. A cancellation clause should be included in the contract. Upon any material breach, PM-USA may terminate the contract upon fifteen days written notice to vendor. PM-USA shall remain liable to vendor only for documentable expenses actually incurred.

<u>Payment</u>

- o Invoices must be received in order to make payments against a contract.
- o Faxed invoices are not acceptable.
- o The approvers are responsible for verifying the legitimacy and reasonableness of expense submissions.

2040560127

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Contracts(continued)

Changes to existing contracts require written amendments, if additional cash outlays are necessary they should be specified.

All contracts should be approved by the Legal Department and the Accounting and Financial Controls Group.

The original contract should be signed by an individual with sufficient monetary approval to cover the total project costs(see section VIII).

2040560128

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit B

CONTRACT/PURCHASE REQUISITION APPROVAL REQUEST

Project:	Title
Vendor:	Name of outside company or individual that is performing service.
Financial Impact:	Cost of the attached contract/requisition and total project expenses (Include expenses in contract/purchase requisition and other expenses related to the project; Review in detail below in Financial Elements section).
Responsibility:	Individual with immediate responsibility for this proposal and the next highest level of responsibility.

Project Description

- Give synopsis of the project including timing, location and quantities.

Financial Elements

- Recap project cost by major element (include estimate of variable expense).
- Provide historical cost and quantity information to compare current project costs to previous years. (at least 2 years)
- Discuss any costs that are associated with the project that are not included in the contract or purchase requisition.

Budget Implications

- State whether this project is included in the latest budget and the budgeted amount. If the project is not budgeted, state how it will be funded.

Utilization

- This section must be included on all requests for consumer incentives includin those to be used for bounceback offers and other fulfillment programs.
- State the number of displays allocated to each sales rep. for retail promotions
- Provide the order quantity and utilization or redemption for prior promotions for the brand.
- Include the projected utilization or redemption for this promotion and reasons to support your projection.

Competitive Bid

- State whether or not the project was competitively bid. (Bid tabulation sheet should be attached to the purchase requisition).
- Provide justification if the project was not competitively bid or the low bid was not accepted. Review any plans that will be implemented to bid this projec in the future.

2040560129

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Approvals

- This form must be utilized on all contracts and purchase requisitions greater than $100,000. The approval form and the attached contract/purchase requisition must be reviewed and initialed by the Budgets & Financial Analysis and Accounting & Financial Controls managers prior to approval by senior management.

- All contracts regardless of amount must be approved by Legal and Accounting & Financial Controls.

2040560130

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION VII

Consulting & Professional Services

All engagements of professionals and consultants must be through the use of a purchase requisition or a contract.

Definitions:

A consultant is an individual or company who possesses certain expertise or knowledge in a particular field and who is engaged to give advice as an experienced and/or independent expert. The objective of his services is normally to provide opinions and/or recommendations for consideration and/or action by management.

Professional Services rendered by an individual or an organization, is generally a service of a professional nature which could normally be performed by in house personnel but for management reasons, outside resources are required or preferred. An individual or organization performing a professional service is engaged to accomplish specific tasks rather than merely to make recommendations.

Selecting the Consultant/Professional

- Selection of the consultant or professional should be through the negotiated process as opposed to the competitive bidding process.

- The selection process should involve the evaluation of prospective consultants/professionals through such avenues as discussion with professionals associates and peers, interviews, presentations or proposals, legal considerations and negotiations.

- More than one consultant/professional should be considered for each project and each should be be requested to submit an appropriate proposal for evaluation(see exhibit B)

- Justification for entering into a consulting/professional services agreement must be a summary discussion including basic terms of the proposal(ie. scope of work, fee estimate, expense reimbursement arrangement, method of billing, timetables etc.) and the reason for entering into it.

- The description of the proposal and the attached justification should be routed for appropriate approval. Once approvals are obtained the selected consultant/professional should be requested to sign an agreement stipulating scope of work to be performed, required deliverables, fee, expense reimbursement arrangement, timetable for completion and any other pertinent information.

2040560131

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Consulting & Professional Services(Continued)

Monetary Approval

The consultants agreement must be approved in accordance with the monetary approval levels of PM-USA(see section VII). Once a consultant's Professional Services Agreement has been approved by an individual with the proper level of monetary approval, individual invoices to be charged to the approved contract can be approved by the appropriate department head.

All expense reimbursements must be submitted with documentation on invoices, PM Management Corp. petty cash services are not to be used.

2040560132

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION VIII

Monetary Approvals(PM-USA Financial Policy #02-300)

The purpose of this policy is to define PM-USA approval limits to insure reasonable protection against fraud by providing the appropriate framework for approval of transactions involving expenditures of company funds.

An individual may approve charges only to those specific costs centers for which he or she has assigned responsibility.

Two documents are the central means for establishing approval authority and insuring proper authorization of expenditure transactions.

1. Monetary Approval Matrix - Exhibit C

3. Monetary Approval Authority (Form 2925) Exhibit D

2040560133

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit C

MONETARY APPROVAL MATRIX - JANUARY 1991
($000)

	Dangoor	Merlo	McCullagh	Broeman Meurer E.Moore	Arana Berner Charney Lazinsk Vera Weiss Weissman Yusko
Purchase Req/Contracts	500	250	50	10	1
Professional Services	125	50	0	0	0
Consultants (Annual)	50	10	0	0	0
Travel	5+	5	3	2	1
Job Orders	100+	100	50	10	0

2040560134

M204.3

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit D

02-30C

FORM #2925
PM USA REV. 11/81
COMP 02926/A100

PHILIP MORRIS USA

MONETARY APPROVAL AUTHORITY

NAME	SIGNATURE/INITIAL (1)
SOCIAL SECURITY NO.	
LOCATION	JOB TITLE

☐ ADD ☐ CHANGE (REPLACE OLD PAGE WITH THIS) ☐ DELETE

EFFECTIVE	SUPERSEDES	AUTH. COST CENTER(S):

APPROVAL - FUNCTION DEPT. HEAD	APPROVAL - FUNCTION V.P. (2)	APPROVAL - FINANCE V.P. (2)

EXPENDITURE CATEGORY	APPROVAL LIMIT
CAPITAL APPROPRIATIONS	
PURCHASE REQUISITION - MRO / INVOICE WITHOUT PURCHASE ORDER (3)	
CONSULTANTS	
TRAVEL EXPENSE / TRAVEL ADVANCE	
RENTALS AND LEASES (ANNUAL AMOUNT)	
RENTALS AND LEASES (AGGREGATE AMOUNT)	
REQUEST FOR JOB ORDER FUNDS (4)	
Professional Services	

REMARKS:

(1) Approval of the above transaction requires individual's own written signature/initial. Use of facsimiles or rubb stamps not permitted.

(2) Both signatures required for all exceptions as stated in the procedure section of the Monetary Approvals Policy.

(3) *Maintenance, repairs and operating supplies and services (MRO)* - Any items or services not charged to inventory or t a capital appropriation request. *Invoice without purchase order* - All other operating expenditures not general covered by approved purchase order or other approved documentation. (Voucher/check requests are subject to th same levels).

(4) Requests for Job Order Funds (Form #1092) is required for all capital expenditures whether or not they relate to a authorized 650.

NOTE: PRUDENCE SHOULD BE EXERCISED WHEN AUTHORIZING THE USE OF COMPANY FUNDS.

Original - Personnel Department
Copy 1 - Accounts Payable Dept. (Green)
Copy 2 - Purchasing Department (Yellow)
Copy 3 - Management Control Systems (Pink)
Copy 4 - Functional Department (Gold)

2040560135

PERSONNEL DEPARTMENT REPRESENTATIVE

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION IX

Receipt of Goods

Any promotional item ordered in connection with an event must be in accordance with the company's purchasing procedures. Any relating invoice cannot be processed for payment without proper receipt verification. The bill of lading serves as verification of receipt. The bill of lading is a document that shows transfer of ownership, it specifies where items have been shipped from and to their final destination.

Drop Shipments

In the event that goods are dropped shipped and there are no bills of lading or receiving tickets then a signature is required by the user department confirming the quantity received. The Purchasing Department is required to sign for large orders.

2040560136

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION X

Expense Accounts(PM-USA Financial Policy #02-100)

PM-USA employees traveling on company business will be reimbursed for authorized and reasonable out-of pocket expenses as they incur on company business. An employee's travel and entertainment expenses should be consistent with his/her normal standard of living.

- PM-USA employees traveling for the company will prepare and submit an expense statement immediately upon return from a trip. Incidental local expenses are to be submitted weekly and not later than monthly.

- Expense statements are to be reviewed and approved by the person to whom the employee reports provided that the individual is authorized to approve such expenses.

- Certain expenses are not reimbursable please refer to page 12 of the PM-USA Expense Account Policy #02-100 (copy attached, exhibit E)

- Special attention should be directed at PM-USA's policy of traveling with family members. A family member's presence will only be reimbursed when it serves as a valid business purpose and it must be approved in advance by the employee's supervisor and by a PM-USA Vice President.

- Petty cash vouchers are to be used for the reimbursement of supper money and other expenses such as local taxi fares. Petty cash vouchers are not to be used for entertainment and meal expenses with others; an expense statement must be used for reimbursement of these expenses. Only PM employees may use petty cash vouchers; temporary employees and consultants are not eligible.

2040560137

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit E

PHILIP MORRIS USA

FINANCIAL MANUAL

POL NO:	PAGE:
02-100	1 of 13
ISSUE DATE:	**SUPERSEDES:**
April 1, 1981	June 1, 1980

SUBJECT: EXPENSE ACCOUNTS

APPROVALS: R. N. BEANE, J. J. MORGAN, W. W. McDOWELL

PURPOSE: This statement of policy formalizes Philip Morris U.S.A.'s position on the reimbursement of expenses incurred by employees while on Company business.

SCOPE: This policy applies to all employees at all locations c P.M.U.S.A.

POLICY: P.M.U.S.A. provides standards that are consistent and fair for all employees and reimburses employees for suc authorized and reasonable out-of-pocket expenses as the incur on Company business. An employee's travel and entertainment expenses should be consistent with his/he normal living standards, and the level of his/her exper ditures should be appropriate to the Company business involved. The guidelines included in this policy state ment are in accordance with the current Expense Account Policy and Procedures issued by the Chief Financial Officer of Philip Morris Incorporated.

RESPONSIBILITY:

1. P.M.U.S.A. employees traveling for the Company will prepare and submit an expense statement immediately upon return from a trip. Incidental local expenses are to be submitted weekly and not later than month

2. Expense statements will be approved in accordance with established approval levels. It is the responsibility of the individual approving the expe statement to assure that all aspects of this policy are fully understood and followed by employees for whom they are responsible and that required support documents are submitted.

3. The Vice President of Finance and Administration (N York) and the Controller (Richmond/Louisville/ Cabarrus) or their designees are responsible for th audit and review of all employee business expenses incurred under this policy. In addition, they have the right to question any and all items which, in their opinion, appear unreasonable, do not conform this policy, or are not consistent with governmenta regulations.

2040560138

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POL NO:	PAGE:
02-100	2 OF 13
ISSUE DATE:	SUPERSEDES:
August 1, 1983	April 1, 1981

SUBJECT: EXPENSE ACCOUNTS

APPROVALS:

1. Expense statements are to be reviewed and approved the person to whom the employee reports provided th the individual is authorized to approve such expenses. In the absence of that person, the next higher authority authorized for approvals should approve. (Refer to Monetary Approvals Policy No. 02-300.

2. Vice Presidents and above, whose superior is not located at the same geographical location should, whenever possible, forward the expense statement tc his/her superior for approval. If this is not practicable, the processed expense statements shoul be accumulated until such time that the individual' superior visits the location. At that time, provis should be made by the Chief Financial Officer at th location to have the superior review and approve th respective expense statements.

3. Expenses will not be paid directly to third parties by P.M.U.S.A. on behalf of an employee or group of employees, unless specifically authorized by the Vi President of Finance and Administration (New York) the Controller (Richmond/Louisville/Cabarrus)..

4. If any expense statement is not submitted within 30 days from the date of the end of travel, it must be approved by the departmental Vice President.

CONTENTS:

		PAGE
I	ALLOWABLE BUSINESS EXPENSES	
	A. Transportation Expenses	3
	B. Lodging	7
	C. Meals	8
	D. Entertainment	9
	E. Conferences	9
	F. Club Membership	9
	G. Laundry and Valet Services	10
	H. Miscellaneous	10
	I. Travel with Spouse	10
	J. Telephone	11
II	CREDIT CARDS	11
III	TRAVEL ADVANCES	11
IV	NON-REIMBURSABLE EXPENSES	12

(Note: Refer to page 13, "Expense Statement Index" for a guide to specific items covered this policy)

2040560139

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POL NO:	PAGE:
02-100	3 of 13
ISSUE DATE:	SUPERSEDES:
August 1, 1983	April 1, 1981

SUBJECT: EXPENSE ACCOUNTS

I. ALLOWABLE BUSINESS EXPENSES:

P.M.U.S.A. reimburses employees for those necessary ar reasonable expenses paid by the employee and incurred the performance of job-related responsibilities.

A. TRANSPORTATION EXPENSES

The Company does not insist that an employee trave by air if he/she does not wish to do so. However, transportation is encouraged because there is usua a time savings and often a dollar savings as compa with other modes of transportation.

Philip Morris Inc. provides appropriate travel insurance at company expense for all its employees The purchase of additional insurance is considered personal matter and, consequently, the cost is not reimbursable.

All travel arrangements are to be handled through appropriate local travel coordinator (e.g. N.Y. Transportation Dept., Richmond Travel Dept., etc. If an employee has to purchase his/her own tickets they are to be paid for via the Air Travel Card or billed directly to Philip Morris, and are not to b paid for by the employee.

The issuance of air travel cards will be handled b the local travel coordinator. The department head the P.M.U.S.A. Controller must provide prior appro for cards issued to Richmond, Louisville, Cabarrus Field Force personnel. For New York personnel, th approval of the Vice President of Finance and Administration is required in addition to the department head approval. The loss of a company issued air travel card should be reported promptly the employee.

Air Travel

All employees are expected to travel in coach accommodations. Company officers and directors ma at their option, fly in first class. Individuals normally authorized to fly first class may do so w travelling with individuals authorized to fly firs class or when the scheduled flight is 5 hours or m

2040560140

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

in duration; however, prior authorization from a vi president will be required. If an employee elects upgrade the class of a rail or airline ticket for personal preference, the additional cost incurred w not be reimbursed. If an employee who is entitled travel first class decides to downgrade the accommodations, he/she will only be reimbursed for cost of the downgraded accommodations.

First class air travel privileges do not include th use of supersonic aircraft for overseas travel. Th use of supersonic aircraft for overseas travel must have prior approval of a P.M.U.S.A. officer.

Unused portions of rail and airline tickets are to attached to expense reports for refund and an expla atory notation made on the expense statement. This applies to transportation paid by the Company throu the use of Company sponsored credit cards or trans- portation paid by the employee. Only the cost of rail and airline tickets should be charged on the expense account. The use of air or rail transpor- tation must be indicated on the expense account eve though the tickets were purchased by the Company. Passenger and credit coupons must be attached to th expense statement.

The use of corporate aircraft should be checked off ( ) in the column indicated with the letters "CA" c the expense statement form.

The use of private aircraft is specifically prohibited unless prior written approval is obtaine from a corporate vice president, and a copy of the written approval is submitted to the Corporate Insurance Department. However, the employee will still assume all liability for any personal injury property damage.

Railroad Travel

Pullman accommodations may be used only if the trip will be in excess of six hours, or when traveling overnight.

2040560141

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Local Transportation

The cost of taxis or car fare to and from places of business, hotel, airport or railroad stations is reimbursable. If available, airport bus transportation to and from airports should be used except when it will be to the Company's advantage to use a taxi or other means of transportation. On return trips the cost of taxis or car fare to an employee's place of residence is reimbursable. The use of private limousine services should be limited t those cases where there is no other convenient means of public transportation. If the limousine service has to be used, the trip cannot exceed 150 miles roun trip in duration. The cost of transportation from an employee's residence of his/her place of usual business is not reimbursable for a normal work day.

The use of private limousine service originating and discharging employees within the home office base cit limits is prohibited except for senior management (vice-president and above). Any variation from this policy with regard to private limousine service must have the prior approval of the appropriate functional Vice-president.

Auto Rental

Rental autos may be used when the nature of the trip or the location of the place of business to be visite is such that the use of local transportation is not practical or would be more expensive. Employees are encouraged to use one of the three major car rental agencies (Hertz, Avis, and National).

Employees should pay cash or personal credit card for car rentals or arrange to be billed directly at the Employee's address, through the use of the Air Travel Card. The major agencies provide total insurance including the standard collision deductible, the cost of which is included in the rental fee. For an additional charge, they provide full coverage. This additional charge is unnecessary and reimbursement will not be made since any cost resulting from the lack of insurance coverage will be paid by the Company.*

*This does not apply to autos rented outside the United States.

2040560142

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Other supplementary insurance features offered in conjunction with car rentals also should be waived.

Employees are cautioned regarding the renting of cars from other than nationally recognized agencies because of the severe insurance limitations which are imposed on the lessee.

In the event of collision damage, the employee should not pay for damages directly. He/she should obtain a copy of the estimates for the cost of repairs and request that they be billed at their office address for the amount of damage or the amount of the deductible, whichever is less. The insurance department will review the claim and process the payment directly to the leasing company.

Personal Automobile

An employee's personal car may be used on company business and reimbursement will be made at approved rates (22.5¢ per mile) plus tolls, reasonable parking and storage fees.

Mileage is calculated via the shortest route between the residence of the employee to destination and return. The use of personal car for business travel, where public transportation is suitable, must be authorized in advance.

The total cost of the trip (including hotel, meals, mileage, and all other expenses) must not exceed the total cost that would have been incurred had the trip been made by plane or train.

In the case of local travel incurred while on company business, employees are reimbursed for the mileage and related expenses incurred (i.e., tolls, parking, etc.) in excess of their normal daily commuting expenses.

Normal daily commuting expenses are defined as the expense that an employee incurs in traveling to and from his home to his regular place of work on a daily basis. Thus, if an employee's normal commuting distance to and from work is 20 miles (round trip) additional mileage incurred in excess of the 20 miles for company business purposes is reimbursable at the current prevailing rate.

2040560143

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

An employee's regular place of work is defined as his permanently assigned work location. It is recognized that some employees are required to maintain more than one work location in order to perform their required job functions. In cases of t nature, the employees' supervisor designates one location as the employees' regular place of work.

An employee who incurs collision damage to his personal car while on company business may wish to seek the use of a rental car during the period of repair. First recourse should be through his/her c insurance carrier for reimbursement of rental fees. If this coverage is not available, Philip Morris wi reimburse the employee 50% of the total rental cost (excluding charges for gasoline) of a comparable ca while his/her personal car is being repaired, plus of the deductible amount of the employee's personal insurance policy. Prior approval of the department head will be required, and all rentals should be handled by the local travel coordinator. Philip Morris assumes no liability for any property damage to the employee's vehicle.

B. LODGING

Employees are expected to obtain suitable accommodations at reasonable rates in a good commercial hotel or motel appropriate to the nature the business trip and consistent with the employee' normal standard of living. Use of higher priced ro or suites should be confined to those rare situatic when it is necessary to hold a business conference meetings in the hotel room. Employees must report "LODGING" the daily rate (including tax) for each night registered as shown on the hotel or motel bil and not a total amount on the check-out date. Paid receipts to substantiate each night's lodging must attached to the EXPENSE STATEMENT. If two or more persons share one room, the employees must obtain a submit separate bills. If the hotel accommodations are of a master billing nature *(vis. convention, conference), that notation must be indicated on the expense report.

Employees will not be reimbursed for room rent incurred when staying overnight at relatives' or friends' residences. Appropriate notation indicati that "Lodging" expenses were not incurred should be stated on the expense statement.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

*Master billings should include only the cost incurred by the employee for the room, related ta and telephone charges. Examples of expenditures that are not to be charged to the master billings are as follows: meals, activity fees, bar tabs, the non-reimbursable expenses noted in Section IV

C. MEALS

When traveling out of town, the reasonable cost of all meals is reimbursable. The cost of meals shoul be appropriate to the nature of the business trip a consistent with the employee's normal standard of living.

Employees must report as "MEALS" the aggregate cost of each day's meals including gratuity. Meal tips usually 10% to 15% depending on the quality of serv rendered. The costs of cocktails, liquors or oth drinks other than with meals are personal expenses are not reimbursable except when incurred to entert business guests and must be reported as "EXPENSE WI OTHERS", indicating the names of guests and their company affiliation (see ENTERTAINMENT).

Meal costs incurred in the home city in connection with attendance at meetings, lectures, anniversarie retirement parties, etc. are not reimbursable expenses, except in cases where an employee is attending by special request of the company or by virtue of his responsibility in the firm's behalf. Employees who are not paid overtime but are request to work overtime may be reimbursed for the cost of meals. They must work three or more hours beyond t normal working hours on any scheduled workday. Thi is three hours plus any period of absence during th workday (dental appointments, personal business, etc.). The cost of meals (lunch) for a single day' trip (not overnight) are not reimbursable except wh the employee is required to leave early (breakfast paid) or returns late (dinner paid). If meals are furnished to an individual under circumstances generally considered to be conducive of a business discussion, the cost of the furnished meal and th employee's meal and tip must be reported as "EXPEN WITH OTHERS" - (see ENTERTAINMENT).

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

D. ENTERTAINMENT

While business entertainment expenses are nearly always reimbursed, such entertainment is usually limited to employees whose duties require it. Reimbursement of entertainment expenses is authori only if the entertainment is properly required and clearly on behalf, and in the best interests, of t Company. Intracompany entertainment should be kep a minimum. Employees on trips to other P.M.U.S.A. locations are not expected to buy lunches, dinners other forms of entertainment for employees of that location unless such appointment is demonstrably a the only time when such meetings can take place ar company interests are served.

Names of guests entertained and Company affiliatic should be noted on the expense report. Enter the date, location of entertainment and amount on the expense report. Note: All expenditures of $25 or more must have a receipt or similar evidence sufficient to support the expenditures; this documentation should be attached to the expense report.

E. CONFERENCES

P.M.U.S.A. incurs substantial expenses on behalf c employees attending conventions, sales promotion meetings, banquets, seminars and other major even Most of the expenses incurred in connection with meetings are paid directly by the Company. Employ expenses to and from such meetings, incidental mea and other expenses not billed directly to the Comp are to be treated as travel expenses and reported an expense statement.

F. CLUB MEMBERSHIPS

The cost of club memberships which serve a valid business purpose and which are held in the name of employee must be paid by the employee and submitte an expense report for reimbursement, provided prio written approval is obtained from a corporate vice president. All annual membership dues over $100 m also be approved by the Corporate Treasurer's Department. A corporate vice president's membersh

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

dues must be approved by his/her immediate superior. Where such clubs have facilities other than dining viz. recreational, the employee should be prepared substantiate, via a log or other acceptable means, that such facilities are used primarily for busines purposes.

G. LAUNDRY AND VALET SERVICES

Reasonable expenditures for valet service are reimbursable when an employee is away from his/her city for more than two days. Laundry expense is reimbursable when the trip exceeds one week. On shorter trips, inclement weather may warrant occasional reimbursement of these services.

H. MISCELLANEOUS

Costs of a business nature, such as handling of baggage, postage, telephone calls and any other charges other than personal items are allowable expenses. All items of this nature must be itemize The purchase or replacement of personal property su as luggage, clothing, jewelry, etc. is not reimbursable.

I. TRAVEL WITH SPOUSE

Where a spouse's presence (or any member of the employee's immediate family) will serve a valid business purpose and where, in fact, services supplementing those of the employee will be rendere by the spouse, expenses on account of the spouse's presence will be reimbursed as though the spouse w an employee. Situations of this type should be rar and must be approved in advance by the employee's supervisor and by a P.M.U.S.A. vice president.

At any other time when an employee's spouse accompanies the employee on a business trip, the Company will reimburse lodging expenses equal to th which would have been incurred if the employee had traveled alone. For example, assuming that the cos of the double room in a hotel is $40.00 and a sing room is $34.00, the Company will reimburse the employee for the cost of the double room to the extent of $34.00. Similar cost allocation and reimbursement procedures apply in the cases of othe members of an employee's family who may accompany t employee on a business trip.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

J. TELEPHONE

When an employee is making an international call to/from the United States the use of a telephone credit card is encouraged to avoid additional charg by hotel, etc.
NOTE: Personal calls to/from overseas should be limited to ten (10) minutes to be reimbursable.

II. CREDIT CARDS:

The use of company sponsored credit cards issued to employees shall be limited to an Air Travel Card and telephone credit cards. The Vice President of Finance Administration (New York personnel) and the Controller (Richmond/Louisville/Cabarrus and Field Force Personnel or their designee, are responsible for the issuance and control of such credit cards.

The fee for maintaining one personal credit card (e.g. American Express, Diners Club, Visa, MasterCard, etc.) reimbursable by the Company for employees who travel frequently. This reimbursement is limited to the lesse of the current charge for the basic card from American Express or charges for similar basic cards offered by other financial institutions. The maximum reimbursemer will not exceed American Express' basic card fee. Cha in excess of this amount are the employee's responsibi ity. This fee does not apply to interest on unpaid balances charged by credit card issuers or fees for ca issued to family members of the employee.

Other credit cards may be used by the employee only as matter of personal convenience. Any obligations betwe an employee and any credit card company is strictly personal and in no way involves the Company. When a personal credit card is used, the employee will be reimbursed when the expense is incurred, properly repo and approved as in the normal procedure.

III. TRAVEL ADVANCES:

Normally the use of the credit cards referred to above precludes the need for employees to draw travel advanc However, temporary travel advances may be allowed for business trips where substantial expenses will be incu for which credit cards cannot be used. The temporary travel advance is to be accounted for immediately upon completion of the business trip.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

The issuance of permanent travel advances to employees should not be encouraged regardless of the frequency of travel required. If a permanent advance is to be issue the prior approval of the controller or his designee is required.

IV. NON-REIMBURSABLE EXPENSES:

To assist approving authorities in carrying out their responsibilities and to provide guidance to those who a them to approve expenses, the following list defines ma of those expenses which are not reimbursable:

1. Excessive expenses that are not within the intent o this policy; unexplained expenses.
2. Travel expenses of employee's spouse and family unl prior approval has been granted in accordance with established policy. See Section I Sub Section I ab
3. Sight seeing or personal side trips.
4. Transportation between home and to regular place c employment.
5. Unauthorized attendance at conventions, meetings an conferences.
6. Travel insurance.
7. Personal credit card fees, except for the one alrea reimbursed in accordance with the established polic
8. The cost of club membership or dues except where pr written approval has been obtained, as noted in Sec I Sub Section F above.
9. Personal entertainment; personal reading material (books, magazines, etc.).
10. Special room service; baby sitting services (unless prior approval is obtained from a vice president).
11. Purchase or replacement of luggage.
12. Hair styling, manicurist and other items of persona grooming.
13. Theft, loss or damage of money or personal property
14. Repairs, maintenance and insurance of personal property.
15. Airport lounge fees.
16. Medical care.
17. Smoking supplies.
18. Telephone answering services.
19. Excessive personal telephone calls.
20. Traffic violations (Company owned, rental or persc vehicles).
21. Lost ticket processing charges imposed by airlines.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POL NO:	PAGE:
02-100	13 of 13
ISSUE DATE:	SUPERSEDES:
April 1, 1981	June 1, 1980

SUBJECT: EXPENSE ACCOUNTS

EXPENSE STATEMENT INDEX

	Section	Paragraph		Section	Paragraph
Advances	III		Meals	I	C
Air Transp.	I		Memberships	I	F
American Express	II		Mileage Allow.	I	A
Auto Transp.- Personal	I	A	Miscellaneous	I	H
Auto Transp.- Personal	IV	14	Motels	I	B
Auto Transp.- Rented	I	A	Non-Reimb. Exp.	IV	
Books	IV	9	Permanent Advance	III	
Bus Transp.	I	A	Personal Expenses	IV	
Business Entertainment	I	D	Personal Prop. Loss	IV	13
Business Meetings	I	C,D	Personal Prop. Loss	I	A
Cabs	I	A	Private Aircraft	I	A
Club Memberships	I	F	Railroad Transp.	I	A
Collision Damage-Car Rental	I	A	Spouse's Expenses	I	I
Conferences	I	E	Supper Money	I	C
Credit Cards	II		Taxis	I	A
Entertainment	I	D	Telephone	I	H,J
Hotels	I	B	Temporary Advance	III	
Laundry	I	G	Tips	I	C
Limousine Service	I	A	Train Transp.	I	A
Lodgings	I	B	Transportation	I	A
			Unused Transp.	I	A
			Valet	I	G

2040560150

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION XI

New Vendor/or Changes to an Existing Vendor

In order to set-up a new vendor or make changes to an existing vendor a PM-USA vendor update sheet must be completed (form attached, Exhibit F). This form enables a vendor to be established on the accounts payable system. Accounts Payable must receive the following documentation:

- o A copy of the company's letterhead or a company invoice indicating their name and address.
- o The company's tax I.D. number.
- o Informational changes to existing vendors require written instructions from the vendor.

Once the required information is received a vendor can be established on the accounts payable system and invoices can be processed for payment.

Processing Invoices for Payment

Invoices must be submitted on a timely basis to the Accounts Payable Department, 120 / 10. The procedures are as follows:

- o A PM-USA voucher must be completed and attached. (Exhibit G)
- o The invoice must be approved by a PM-USA employee with sufficient monetary authority for that type of expense.
- o If the invoice is over $100 a PM-USA purchase order or contract is required.
- o Original invoices (not photocopies or faxes) must be attached to the voucher.
- o Documentation must be attached to support expenses.
- o A statement is not an invoice and is not an acceptable form of documentation.
- o Supporting documentation may not be altered, the use of whiteout is not allowed.
- o Any invoice where goods are received, requires the bill of lading to be attached to the voucher.
- o The accounts payable payment cycle is 30 days from the invoice date.
- o Wire transfers are used only when payments are needed immediately. A PM-USA voucher is completed additional information is required, the ABA # and the bank account #.

2040560151

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit F

FORM #3710
PM USA 11/86
COMP A50 (4)

PHILIP MORRIS U.S.A.
VENDOR UPDATE SHEET
Please Print or Type All Information

ADD	
CHANGE	

ACCTG. USE ONLY

VENDOR NUMBER: 3_____

1. **VENDOR NAME:** _____ (31) (FOR AVA 01 & AVB 01)

   STREET: _____ (31)

   ADDITIONAL ADDRESS INFORMATION: _____ (31)

   _____ (31)

   CITY/STATE: _____ (25)

   ZIP CODE: _____ (9)

2. PAYMENT ADDRESS, IF DIFFERENT FROM ABOVE:

   NAME: _____ (31) (FOR AVB 01 ONLY)

   STREET: _____ (31)

   ADDITIONAL ADDRESS INFORMATION: _____ (31)

   _____ (31)

   CITY/STATE: _____ (25)

   ZIP CODE: _____ (9)

3. **STATE CODE:** _____ (2)

4. CONTACT NAME (IF KNOWN): _____ (20)

5. PHONE INCLUDE AREA CODE: (IF KNOWN) _____ (12)

6. PAYMENT TERMS: (I.E. 1% 10 NET 30) _____

7. **INCORPORATED (Y/N)?:** _____

8. **TAX I.D. OR SOCIAL SECURITY NUMBER:** ___–_____ ___–__–____

9. **MINORITY VENDOR (Y/N)?:** _____

10. **MINORITY VENDOR INDICATOR:** _____ (1)

11. REQUESTED BY: _____ DATE: _____

    ENTERED BY (ACCTG. DEPT.): _____ DATE: _____

    APPROVED BY (ACCTG. DEPT.): _____ DATE: _____

2040560152

*NUMBERS IN BRACKETS INDICATE THE MAXIMUM SPACE FOR EACH FIELD.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit F

FORM #3710 (BK)
PM USA 11/86
COMP A50 (4)

INSTRUCTIONS ON COMPLETING SHEET

1. COMPLETE VENDOR NAME, ADDRESS, CITY, STATE AND ZIP CODE.

2. IF THE PAYMENT ADDRESS IS DIFFERENT FROM THE PURCHASE ORDER ADDRESS, COMPLETE PAYMENT ADDRESS SECTION ALSO.

3. USING THE STANDARD POSTAL STATE CODE, COMPLETE THE STATE CODE, I.E.: NEW YORK = NY.

4. VENDOR CONTACT NAME (IF KNOWN).

5. VENDOR PHONE NUMBER INCLUDING AREA CODE (IF KNOWN).

6. SUPPLY THE VENDOR'S PAYMENT TERMS, NOTE: IF VENDOR TERMS ARE NOT KNOWN, THE MARKETING ACCOUNTING DEPT, WILL ASSIGN THEM ACCORDING TO PHILIP MORRIS FINANCIAL POLICY.

7. INDICATE WHETHER THE VENDOR IS INCORPORATED OR UNINCORPORATED.

8. ALL VENDORS MUST HAVE A FEDERAL TAX ID NUMBER OR A SOCIAL SECURITY NUMBER.
   FORMAT EXAMPLE: FEDERAL TAX ID NUMBER: XX-XXXXXXX
   SOCIAL SECURITY NUMBER: XXX-XX-XXXX

9. IS THIS A MINORITY OWNED VENDOR (YES OR NO)? IF A MINORITY OWNED VENDOR, SEE ITEM 10.

10. TO INDICATE A MONORITY OWNED VENDOR, THE FOLLOWING CODES ARE ELIGIBLE:
    BLANK — NOT A MINORITY VENDOR
    1 — BLACK
    2 — HISPANIC
    3 — ASIANS/PACIFIC ISLANDERS
    4 — INDIANS/ESKIMOS/ALEUTS
    5 — OTHER (IF OTHER, EXPLAIN)

11. SIGNATURE AND DATE MUST BE FILLED OUT BY PERSON REQUESTING VENDOR UPDATE.

    NOTE: COPY OF VENDOR LETTERHEAD WITH FULL ADDRESS MUST BE ATTACHED.

2040560153

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exhibit G

FORM #2722
PM USA 12/96
COMP A50 (4)

PHILIP MORRIS U.S.A.
VOUCHER

DATE: / /

PAYEE: EXPLANATION OF PAYMENT:

PAYEE FEDERAL TAX ID: - OR SS NUMBER - -

INVOICE AMOUNT: $

PROJECT CODE:

RETURN TO NAME:

ACCOUNTING CODE:

DATE DUE: / / EXTENSION:

INVOICE APPROVAL:

FOR CASH CONTROL USE:

BANK CODE: COMPANY:

CHECK NUMBER: CHECK DATE: / / AMOUNT:

FOR ACCOUNTING USE ONLY

VOUCHER: ACTION:

VENDOR: VENDOR ZIP:

INVOICE NUMBER: INVOICE DATE:

INVOICE AMOUNT: INVOICE TYPE:

VOUCHER DUE: / / PO/EST NUMBER:

BYPASS MATCH: CONTRACT PAYMENTS/CYCLE:

SEPARATE CHECK ____ SEPARATE HANDLING: ____ HOLD: ____

CHECK CODE: ____ CHECK DESCRIPTION

DISC AMT/PCT: TERMS CODE:

USE/SALES TAX: ____ TAX AMOUNT/PRORATE:

FREIGHT CODE/AMT: CASH ACCOUNT: ____

GL ACCOUNT	C/D	PART/DESC	UM	QTY	AMOUNT
NY200					
NY200					
N					
200					

(1) ACCTG AUDIT (2) ACCTG APPROVAL (3) DATA ENTRY

2040560154

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SECTION XII

Business Gifts

In the event a gift is given to a non-employee in connection with a promotional event it must be in accordance with PM-USA's financial policy number 02-200.

- All commitments for any non-employee gift under $200 must have written approval of a PM-USA officer (PM-USA Vice President).

- All commitments from $200 to $750 must have prior written approval of the most senior New York based functional Vice President of PM-USA.

- In the case of gifts to non-employees with costs exceeding $750 made openly in public presentation, the approval of the President and CEO of PM-USA will be required.

A purchase requisition must be prepared for all gifts purchased. Each requisition should clearly describe the item and the organization or business entity that is to be the recipient of such gifts. All purchases of gifts must be in accordance with the company's purchasing procedures. In circumstances where it is impractical to make such purchases through the purchasing department it is acceptable for the employee to submit the expenditure on his expense report provided it is properly described as a gift and supported by an invoice which clearly indicates the recipient of the gift.

Definition -

A gift is anything of value that is bestowed voluntarily and without compensation. It maybe in the form of statues, jewelry, books, paintings, entertainment, services, the use of property or facilities. Other items which are considered gifts are flowers, candy, liquor and fruit.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

USA PHILIP MORRIS FINANCIAL MANUAL	POL. NO: 02-200	PAGE: 1 OF 5
	ISSUE DATE: August 1, 1990	SUPERSEDES: July 1, 1987
	SUBJECT: BUSINESS GIFTS	
	APPROVALS: H. Y. Steele	

PURPOSE

To define Philip Morris U.S.A.'s policy with regard to business gifts.

POLICY

PM-USA operates in accordance with the provisions of the Business Conduct policy of Philip Morris Companies, Inc. All gifts made by PM-USA employees must be in accord with generally accepted business practices, and comply with the policy of the organizations employing the recipient and with the guidelines set forth in this policy.

SCOPE

This policy applies to all employees at all locations of PM-USA and must be administered by the Department Heads of each functional area.

APPROVALS

1. All commitments for any non-employee gift under $200 must have the written approval of an Officer of PM-USA. Region Directors may give written approval for gifts (not exceeding $100) as allowed within the "Scope" of this policy.

2. All commitments for any non-employee gift from $200 up to $750 must have the prior written approval of the most senior New York based functional Vice President of PM-USA.

3. In the case of gifts to non-employees with a cost exceeding $750 made openly in public presentations, the approval of the President and CEO of PM-USA will be required.

4. Gifts to employees are discouraged. The special circumstances where a gift <u>may</u> be appropriate are outlined in the "Guidelines" section of this policy. All gifts to employees, or their immediate family members, must have the prior written approval of an Officer of PM-USA. The Region Directors may approve gifts not exceeding $100 to employees of the Field Sales Force. A quarterly report of all such gifts (gifts to Field Sales Force employees) will be prepared by the Cash Disbursements Department (Richmond) and submitted to the Vice President of Field Sales for approval.

2040560156

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

5. Specific prior approval of the PM-USA President and Chief Executive Officer and of the Office of the PM Companies, Inc. General Counsel must be obtained when any gift or award is proposed to be given to any employee of a domestic government agency, an employee of a foreign government, or any elected or appointed public official or immediate family member. Gifts to officials of foreign governments should be rare and be of nominal value and presented openly.

GUIDELINES

1. Definition - A gift is anything of value that is bestowed voluntarily and without compensation. It may be in the form of statues, jewelry, books, paintings, wares, entertainment, services, the use of property or facilities or other form. When made, gifts must be in accord with normally accepted business practices and comply with the policy of the organization employing the recipient. The making of such gifts should be legal and in accord with generally accepted ethical practices in all governing jurisdictions. Any questionable situation must be reviewed with the PM-USA General Counsel prior to making the gift. Items which are considered gifts are as follows:

   - Gifts to Company employees upon retirement.
   - Flowers, except when given in the event of death of an employee or an employee's immediate family member (i.e., parent, spouse, son, or daughter).
   - Candy, liquor, and fruit of nominal value given for personal consumption.

2. Exclusions - Gifts do not include the following:

   - Cigarettes intended for sampling and promotional items of nominal value with product or Company identification. For purposes of this exclusion, promotional items are of a nature available to and used by the Field Sales Force.
   - The purchase of theater tickets and tickets to sporting events may be entertainment or gifts depending on the circumstances. The cost of attendance at a show or sporting event for a Philip Morris employee with a customer or other third party will be considered entertainment expenses, and therefore, not subject to this policy, but will be subject to the Expense Account policy (No. 02-100). The cost of those same tickets presented to a customer, or third party, for use unaccompanied by a Philip Morris employee are to be considered a gift.

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

- Common business courtesies such as payment for a typical lunch or dinner in connection with a business meeting, are to be considered a normal business item and subject to the Expense Account policy (No. 02-100).

- Gratuities and tips which are customary practice should be handled in accordance with the Expense Account policy (No. 02-100).

- PM-USA Plans such as service awards, scholarships, etc.

- Gifts made under company established plans such as Action Cost Team recognition, patent awards, smoking panel, safety awards, sports trophies, etc. Such company established plans must have the prior written approval of the senior functional head. Gifts or awards are not to exceed $200 per individual per plan.

3. Employee Gifts

(a) Gifts to employees, or their immediate family members, or parties for employees, paid at Company expense, should be rare and given only in the following circumstances:

(1) Serious illness of an employee or their immediate family member. The senior function head is responsible for insuring that only one gift per illness, with a cost not to exceed $100, is given at company expense. An Officer of PM-USA must authorize the gift.

(2) One retirement gift of up to $500 may be given to an employee with the prior approval of an Officer of PM-USA and the Employee Relations department.

(3) Mementos given to employees, officers, and directors at internal conferences and meetings, unless they qualify as exclusions, (e.g., promotional items and cigarettes intended for sampling).

(4) Parties in honor of a transfer with a promotion. Gifts upon such an occasion are the personal responsibility of the giver(s) and will not be paid for by the Company.

2040560158

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

(b) Occasions where Company paid gifts to or parties for employees are prohibited include weddings, birthdays, childbirth, wedding and bridal showers, employee transfer except with a promotion and promotion without transfer. Gifts and parties for employees for these occasions are the personal responsibility of the giver(s) and will not be paid for by the Company.

4. Restrictions - Gifts made by PM-USA employees at company expense are restricted as follows:

- No gift in the form of cash or its equivalent may be given regardless of amount. NOTE: Gift Certificates are considered to be cash equivalents.

- It is the general policy that each employee evaluate the circumstances which evoked the giving of the gift and determine whether it is in the best interest of the company and a customary industry practice before the expenditure is initiated. If an employee has any doubt about the legality of the gift, he should consult the PM-USA General Counsel.

- In no event shall any gift exceed $750. This limitation shall not apply to gifts (excluding gifts to employees) made openly and in public presentations, the nature of which indicates that the gift is made to an individual acting on behalf of his entity.

DOCUMENTATION

1. A Purchase Requisition must be prepared for all gifts purchased. Each requisition should clearly describe the item and the organization or business entity that is to be the recipient of such gifts. All purchases must be made in accordance with the company's purchasing procedures. In those circumstances where it is impractical to make such purchases through the Purchasing Department, it is acceptable for the employee to submit the expenditure on his expense report provided it is properly described as a gift and supported by an invoice which clearly indicates the recipient of the gift.

2. Account No. 452, Business Gifts, has been established to accumulate the cost of such expenditures, and this account number should be placed on the initiating disbursement document by the party approving the payment.

2040560159

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

REPORTING

1. The PM-USA Controller will provide the Vice President of Finance and Administration, within thirty working days after each semiannual period, a listing of all gifts made during the respective period, setting forth the donor, recipient, business organization, reason for the gift and amount. This report must be signed by the PM-USA President and Chief Executive Officer and copies submitted to the PM Companies, Inc. Vice President and Chief Financial Officer and to the PM Companies, Inc. General Counsel.

2. The appropriate instructions and format for reporting is attached (Exhibit A and A-1). A negative report should be issued if there are no gifts. Gifts below $50 per recipient on an annual cumulative basis need not be reported individually but must be reported on an aggregate basis and must comply with this policy.

3. The reports for January through June are due to PM Companies, Inc. the last working day in July and the report for the year is due the last working day in January.

RELATED POLICIES

Section 02-100	Expense Accounts
Section 05-100	Standards of Business Conduct

2040560160

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

REPORTING INSTRUCTIONS

1. All columns must be completed.

2. Under donor, list the name of the department head or corporate officer who approved the gift.

3. An item should be reported only by the entity which ultimately bears the charge.

4. Reports should be cumulative by recipient within each year.

5. A negative report should be submitted if there are no gifts.

6. Any gifts below $50.00 per recipient on an annual cumulative basis need not be reported individually but must be reported on an aggregate basis and must comply with this policy and appropriate operating company approval requirements.

7. Reports covering the period January through June are due the last working date in July and the report for the year is due the last working day in January.

EXHIBIT A

2040560161

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

REPORT ON GIFTS

Reporting Company _____

Period Covered _____

Donor	Recipient		Description	Reason	Current Period Amount	Cumulative Amount For the Year
	Individual	Company				

The above itemized gifts were made and are reported in compliance with PM Companies, Inc. Policies and Procedures.

_____

President and Chief Executive Officer

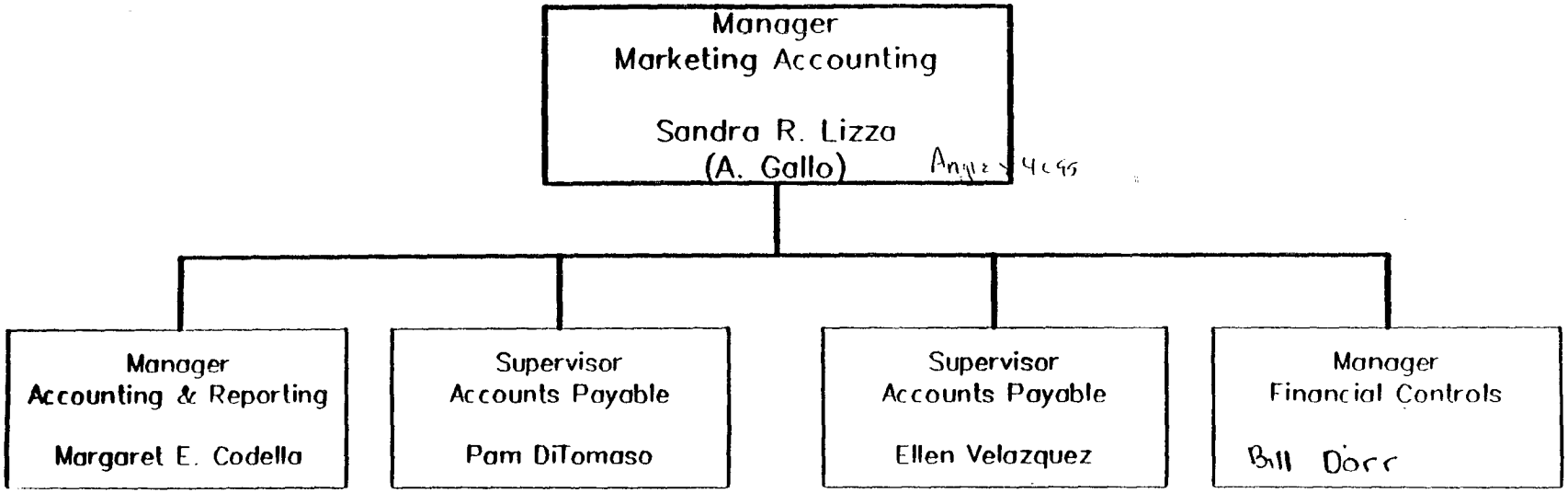
EXHIBIT A-1

2040560162

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MARKETING ACCOUNTING
060-120

Reports to
Assistant Controller
NYO Headquarters
Henry P. Long, Jr.

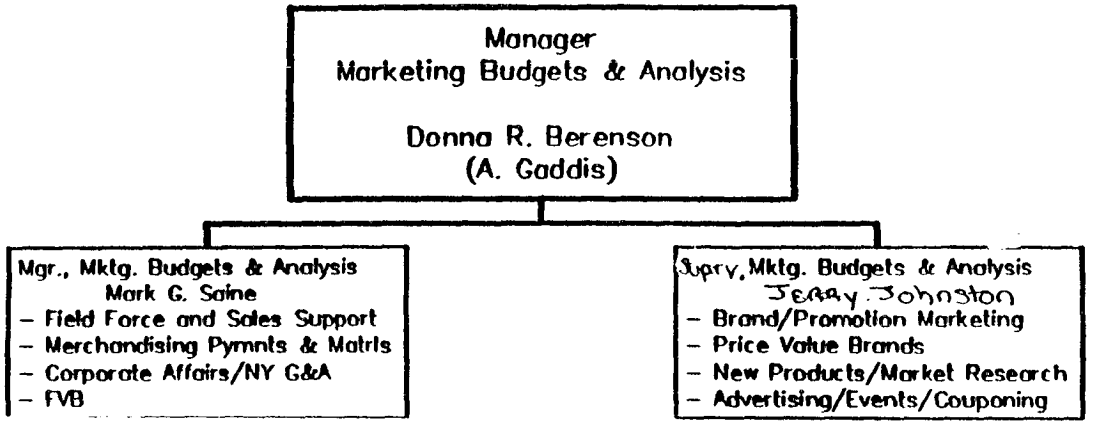


2040560163

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MARKETING BUDGETS & ANALYSIS
060-120

Reports to
Assistant Controller
NYO Headquarters
Henry P. Long, Jr.
(Vacant)



2040560164

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS COMPANIES INC. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017-5592

TO: ALL DEPARTMENT HEADS

DATE: January 4, 1991

FROM: D. Eric Pogue

SUBJECT: **Ground Transportation Services Policy**

Attached for your use is a copy of the revised Ground Transportation Services Policy. This policy establishes procedures and guidelines for the use of all ground transportation arrangements for Philip Morris New York and Rye Brook office employees.

The most significant change is the elimination of master billing for all ground transportation. Each trip must now be paid for upon arrival at the destination with a credit card and submitted for reimbursement with a completed expense account form.

The only exception to the above form of payment is the use of vouchers by non-exempt employees for voucher cab services. New vouchers will be available through the Travel Services Department on Wednesday, January 9, 1991, in accordance with the guidelines of this policy and practices, established by the Finance Department. A request form for the new vouchers is attached that requires approval by a director-level or above position.

Any vouchers that are currently held will no longer be valid or accepted by the voucher cab companies after Sunday, January 14, 1991.

Any questions regarding this policy should be directed to Elizabeth A. Claypool, Manager, Travel Services Department, Extension 4063 (NYO).

DEP/nm

Attachments

INA BROEMAN
JAN - 6 1991

0541

2040560165

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Effective Date:
January 2, 1991

GROUND TRANSPORTATION SERVICES POLICY

PURPOSE

It is the policy of Philip Morris Companies Inc. to provide its employees with safe and efficient ground transportation while conducting company business. This policy is intended to establish criteria and procedures for utilizing the various sources of this ground transportation.

SCOPE

This policy is applicable for use by all Philip Morris employees at the New York City and Rye Brook locations.

PROCEDURAL GUIDELINES

The use of these approved ground transportation sources will be limited to those instances when authorized employees are conducting company business.

All arrangements for such services must be coordinated through the Travel Services Department. The most cost effective and appropriate service will be chosen.

When appropriate, multiple passenger scheduling will be done. The employee traveling the farthest distance will pay for all passengers.

A listing of those authorized vendors for the New York Metropolitan area will be provided to each department head to ensure employee compliance.

DEFINITIONS

Authorized ground transportation services are defined as:

LIMOUSINE - 4+ passenger luxury vehicle
(i.e., full size/stretch Cadillac)

TOWN CAR - 3 passenger luxury vehicle
(i.e., Lincoln Town Car)

SEDAN CAR SERVICE - 3 passenger moderate usage vehicle
(i.e., Mercury Marquis, Lincoln Town Car or similar vehicle type)

VOUCHER CAB - 3-4 passenger, high usage vehicle
(i.e., Ford Crown Victoria, Lincoln Town Car or similar vehicle type)

2040560166

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Effective Date:
January 2, 1991

USE OF GROUND TRANSPORTATION SERVICES

LIMOUSINE AND TOWN CAR USAGE - NEW YORK CITY & RYE BOOK PERSONNEL

Vice Presidents and above of Philip Morris are authorized to utilize limousine services for business travel and entertainment. However, voucher cars are encouraged within New York City and town car/sedan services for all other cases.

Limousines will also be scheduled by Travel Services when deemed appropriate to take advantage of the larger capacity vehicles for carrying multiple passengers.

No other employees are authorized to hire limousine services without the prior written approval of a Vice President or above.

SEDAN CAR SERVICE USAGE - NEW YORK CITY & RYE BROOK PERSONNEL

- For Travel Between Metropolitan Area Airports And Employee Residences Outside of New York City And Its Boroughs.

For all other employees, sedan car service is authorized for travel between one of the metropolitan area airports and an individual's home when conducting company business. However, airport shuttle services, voucher cabs and local taxis are encouraged whenever practical and cost effective. For Rye Brook personnel only, the use of car rentals should also be considered.

On occasion, sedan car services may substitute full size limousines for sedans when it is advantageous to the car company for scheduling, maintenance or other reasons. However, when this occurs, the charges to Philip Morris will still reflect the rates for a sedan.

For ground transportation within NYC and its boroughs, please refer to the "voucher cab and taxi cab usage" section below.

VOUCHER CAB AND TAXI CAB USAGE - NEW YORK CITY - PERSONNEL

- For Travel Within New York City And Its Boroughs And Between New York City And Its Boroughs And Metropolitan Area Airports.

These services should be used in conjunction with business travel within the New York City area or from 100/120 Park Avenue to either LaGuardia, Newark, Westchester County, Teterboro, or JFK International Airport. They also may be used for transportation to or from one of the metropolitan airports to an individual's home.

2040560167

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

This transportation may also be utilized when traveling home from the office if an employee works after 7:00 pm. It may also be used when a business appointment is not accessible by mass transit. Both situations must be approved by a director or above prior to the usage.

When conducting company business between 100/120 Park and Rye Brook, the use of Mass transit is the approved method of transportation. However, if this is not practical, voucher cab service may be used with prior approval by a director or above.

SEDAN CAR SERVICE, VOUCHER CAB AND TAXI CAB USAGE - RYE BROOK PERSONNEL

This transportation may be utilized when traveling home from the office if an employee works after 7:30 pm as a company provided shuttle service is available until that time. It may also be used when a business appointment is not accessible by mass transit. Approval by a director or above is required prior to usage.

APPROVALS AND PAYMENT

At the completion of each trip all exempt employees must pay the ground transportation service directly with a credit card and use an expense account filing to be reimbursed.

Only non-exempt employees are eligible to use a company provided voucher for transportation to and/or from their home if appropriate and approved by a director or above. A voucher form can be obtained from each department head. Instructions governing the controls and usage of these forms have been prepared by the Accounting Department and are attached.

LIMITATIONS

No limousine or car service will be used for any travel greater than 150 miles round trip. The Travel Services department will arrange other suitable transportation for those trips. All departments are encouraged to consider other less costly modes of transportation where practical such as rental car, personal vehicle, public transportation, or local taxi.

2040560168

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Effective Date:
January 2, 1991

GROUND TRANSPORTATION POLICY SUMMARY

ALL ARRANGEMENTS FOR GROUND TRANSPORTATION SERVICES MUST BE COORDINATED THROUGH THE TRAVEL SERVICES DEPARTMENT.

ELIGIBLE EMPLOYEE	APPROVED VEHICLE TYPE	TRAVEL TO/FROM NY AREA AIRPORTS	TRAVEL BETWEEN NYC & RYE BROOK	BUSINESS APPT./ ENTERTAINMENT/ TRAVEL WITHIN NYC/BOROUGHS	100/120 & RYE BROOK TO HOME - AFTER HOURS
VP & ABOVE	LIMOUSINE/TOWN CAR, SEDAN CAR SERVICE, VOUCHER CAB	LIMOUSINE/TOWN CAR SEDAN CAR SERVICE OR VOUCHER CAB WHEN PRACTICAL	LIMOUSINE/TOWN CAR SEDAN CAR SERVICE & VOUCHER CAB WHEN PRACTICAL	LIMOUSINE/TOWN CAR SEDAN CAR SERVICE, WHEN PRACTICAL	NYC - AFTER 7:00PM RYE BROOK - AFTER 7:30PM LIMOUSINE/TOWN CAR, SEDAN CAR SERVICE, VOUCHER CAB
ALL OTHER EMPLOYEES	VOUCHER CAB AND TAXI CAB SERVICE. SEDAN CAR SERVICE, WITH PRIOR DIRECTOR APPROVAL	OUTSIDE NYC & BOROUGHS: AIRPORT SHUTTLE SERVICES, SEDAN CAR SERVICE - FOR RYEBROOK: INCLUDE CAR RENTAL. WITHIN NYC & BOROUGHS: AIRPORT SHUTTLE SERVICES, VOUCHER CAB AND TAXI CAB SERVICES	MASS TRANSIT; IF NOT PRACTICAL, VOUCHER CAB	VOUCHER CAB SERVICE, TAXI CAB SERVICE, SEDAN CAR SERVICE, WITH PRIOR DIRECTOR APPROVAL	NYC - AFTER 7:00PM RYE BROOK - AFTER 7:30PM VOUCHER CAB SERVICE WITH PRIOR DIRECTOR APPROVAL. PLEASE NOTE: ONLY NON-EXEMPT EMPLOYEES ALLOWED TO USE PHILIP MORRIS VOUCHERS

LIMITATIONS:

NO LIMOUSINE OR CAR SERVICE CAN BE USED FOR ANY TRAVEL GREATER THAN 150 MILES ROUND TRIP.

2040560169

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS MANAGEMENT CORP.

TRAVEL SERVICES DEPARTMENT

REQUISITION FOR NON-EXEMPT EMPLOYEES CAR SERVICE VOUCHERS

DATE: _____

(TO BE COMPLETED BY REQUESTING DEPARTMENT)

DIVISION: _____

DEPARTMENT NAME: _____

COST CENTER(s)
TO BE CHARGED: _____

Upon completion, please return to Norma Cerny in the Travel Services department (120/25) for processing.

_____
(Signature of Authorizing Director)

_____
(Print Name)

(TO BE COMPLETED BY TRAVEL SERVICES)

VOUCHER NUMBER (Start): _____

VOUCHER NUMBER (End): _____

TOTAL VOUCHERS ISSUED: _____

REQUESTING DEPT. VOUCHERS
RECEIVED BY: _____ (Print) _____ (Sign)

APPROVED BY
TRAVEL SERVICES: _____ (Print) _____ (Sign)

TODAY'S DATE: _____

2040560170

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Instructions for Control and Safeguarding of Car Vouchers and for the Record Keeping of the Car Voucher Log

1. It is the responsibility of the Travel Services Department to issue car vouchers to department heads for use by Philip Morris non-exempt employees.

2. After receipt of the vouchers from Travel Services, the department head is responsible for maintaining control of the vouchers and keeping proper records. The department name and expense code must be entered prior to distribution.

3. The department head should issue and record all vouchers in sequential order.

4. After a non-exempt employee uses the voucher, they must return the passenger copy to the department head, as soon as possible.

5. If an employee does not use the voucher, the unused voucher should be returned to the department head as soon as possible.

6. On the last day of each month, each department head must submit their car voucher log to Travel Services. Additional vouchers will not be issued to any department head until the prior month's log and the passenger copies of used vouchers are submitted back to Travel Services.

7. The following information should be recorded on the log:

    * Voucher number
    * Date issued
    * Name of recipient of voucher
    * Origin and destination of trip

2040560171

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MONTH OF _____

VOUCHER CAR DISTRIBUTION LOG

Department: _____ Authorized by: _____

Cost Center: _____ Period from: _____ to _____

Beginning Voucher Number: _____ Ending Voucher Number: _____

Voucher #	Date	Name of Recipient	Origin/Destination

RECONCILIATION:

	NUMBER	SEQUENCE
Voucher Issued To Dept. Head:	_____	_____
Voucher Distributed By Dept.:	_____	_____
Voucher On Hand At Month End:	_____	_____

2040560172

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

RETAIL PROMOTIONS

STEP 1

PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Ina Broeman DATE: October 27, 1987

FROM: Susan Charney

SUBJECT: VIRGINIA SLIMS TENNIS A-1 PROGRAM

Listed below are three options for the 1988 30 carton retail A-1 promotion. The promotion features a free Tennis Cap with carton purchase.

Option I - All 17 Virginia Slims Tennis markets

Market	Placement Date	Estimated # of Displays	Cost
Dallas	1/04/88	230	4,600
San Francisco	1/11/88	230	4,600
Washington, D.C.	1/18/88	170	3,400
Oklahoma City	1/18/88	100	2,000
Wichita	1/25/88	140	2,800
Boca Raton	2/01/88	160	3,200
Houston	3/14/88	220	4,400
Newport, R.I.	6/13/88	150	3,000
San Diego	6/20/88	70	1,400
Los Angeles	6/27/88	480	9,600
Phoenix	8/08/88	100	2,000
New Orleans	9/05/88	100	2,000
Little Rock, AR	9/19/88	110	2,200
Indianapolis	9/26/88	110	2,200
Worcester	10/03/88	60	1,200
Chicago	10/10/88	320	6,400
New York	10/17/88	790	15,800
		3,540	70,800

Number of incentives @ $2.37 each = 106,200 =	$251,694
Packaging of incentives = .82 each =	87,084
Unit Cost of displays = $20.00 =	70,800
Display payments @ $6 each =	21,240
Sell Sheets @ 1.65 each =	5,841
TOTAL COST	$436,659

2040560173

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Option II - Major markets and Regions 3 & 5 (11 markets)

Market	Placement Date	Estimated # of Displays	Cost
Dallas	1/04/88	230	4,600
San Francisco	1/11/88	230	4,600
Oklahoma City	1/18/88	100	2,000
Washington, D.C.	1/18/88	170	3,400
Boca Raton	2/01/88	160	3,200
Houston	3/14/88	220	4,400
Los Angeles	6/27/88	480	9,600
New Orleans	9/05/88	100	2,000
Little Rock	9/19/88	110	2,200
Worcester	10/03/88	60	1,200
Chicago	10/10/88	320	6,400
New York	10/17/88	790	15,800
		2,970	59,400

Number of incentives @ $2.37 each = 89,100 =		$211,167
Packaging of incentives = .82¢ =		73,062
Unit Cost of displays = $20 =		59,400
Display payments @ $6 each =		17,820
Sell Sheets @ $1.65 each =		4,900.50
	TOTAL COST	$366,349.50

Option III - Second Half of Series Only (8 markets)

Market	Placement Date	Estimated # of Displays	Cost
Los Angeles	6/27/88	480	9,600
Phoenix	8/08/88	100	2,000
New Orleans	9/05/88	100	2,000
Little Rock, AR	9/19/88	110	2,200
Indianapolis	9/26/88	110	2,200
Worcester	10/03/88	60	1,200
Chicago	10/10/88	320	6,400
New York	10/17/88	790	15,800
		2,070	41,400

Number of incentives @ $2.37 each = 62,100 =		$147,177
Packaging of incentives = .82¢ =		50,922
Unit Cost of Displays = $20 =		41,400
See Sheets @ 1.65 each =		3,415.50
Display payments @ $6 each =		12,420
	TOTAL COST	$255,334.50

2040560174

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Timeline for January launch:

Approved Concept	Approved Art	To Production	Arrive In Field	Placed In Field
10/27	11/09	11/16	12/28	1/04

Timeline for June launch:

Approved Concept	Approved Art	To Production	Arrive In Field	Placed In Field
10/27	4/18	5/02	6/20	6/27

We have been guaranteed by the cap supplier a production slot to meet delivery by Mid-December. This leaves only two weeks to have the caps boxed and in the field for the January launch. The first four markets will have to be drop shipped and the balance to Carlstadt for delivery to the field late February.

The best option for the program is Option I, however, based on the above projected costs and our budget of $400,000 we can execute Options II or III within budget.

Option I would allow exposure in 6 additional markets. Translated into volume, Option I would permit placement of an additional 17,100 cartons.

Option II will bring us exposure in our major markets and meet Brand's target markets of Regions 3 and 5. As you know, a select market program will create tension and a potential negative reaction from the promoters.

Option III would give us exposure in less than half of the 1988 markets and will only cover two markets in Region 5.

In order to execute a retail program in all 17 Virginia Slims markets, we will need an additional $50,000.

To guarantee delivery in the field for a January launch, we will need a decision today.

I'm available to discuss further at your convenience.

SC:jas

cc: J. Cunningham
H. Foster
C. Leiber
B. Mora

2040560175

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

RETAIL PROMOTIONS

STEP 2

PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution

DATE: October 29, 1987

FROM: Susan Charney

SUBJECT: VIRGINIA SLIMS TENNIS CAP OFFER

Virginia Slims Tennis will run a 30 carton A-1 promotion in the 17 Virginia Slims tennis markets in 1988. The A-1 will feature a free tennis cap with carton purchase.

We will be working with Sales on firming up the POS depots which are targeted to receive the materials.

Management Materials

	Quantity	POS #	Packing
Sell Sheets	3,600	35702	10

Display Materials

	Quantity	POS #	Packing
30 carton display	3,600	35703 (generic)	5
Poster (packed with display)	3,600	35744	1 per display

Due CDC week of December 21.

Incentives

Due to the short lead time, incentives will be shipped by the supplier directly to the contract packager. We will have the contract packager drop ship the incentives to the first 6 markets with the balance shipped to CDC.

# of Incentives	POS #	Packing
108,000	35845	30 per case

First shipment of incentive to packager for delivery 12/1. All 6 markets' incentives due to packager by 12/31. Balance of incentives to packager by mid-January.

2040560176

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

First shipment from packager to the field commences 12/21 and continues on a weekly basis for the first 6 markets. Balance of incentives due CDC March 14.

Display Payments

30 carton $6.00

The estimated budget for the program is $450,000. This may be impacted by the drop shipment charges.

Attached is a list of the tennis markets with targeted placement dates.

Please let me know if you have any questions.

SC:jas

Distribution

F. Alfieri
D. Berenson
V. Buccellato
M. Buonaventura
L. Capelli
G. Chapman
J. Cunningham
D. Dangoor
S. Donovan
H. Foster
L. Glennie
F. Goehl
J. Johnston
C. Leiber
E. Merlo
D. Murphy
D. Nelson
V. Occhiuto
S. Rogowski
S. Sabella
J. Severino
J. Spector
V. Strychack
T. Walsh
J. Woods

2040560177

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Market	Placement Date	Display POS #	Event Date
Dallas	01/04/88	35846	02/08-14
San Francisco	01/11/88	35847	02/15-21
Washington, D.C.	01/18/88	35848	02/22-28
Oklahoma City	01/18/88	35849	02/22-28
Wichita	01/25/88	35850	02/29-3/6
Boca Raton	02/01/88	35851	03/07-13
Houston	03/14/88	35852	04/18-24
Newport, RI	06/13/88	35853	07/11-17
San Diego	06/20/88	35854	07/25-31
Los Angeles	06/27/88	35855	08/01-01
* Phoenix	08/08/88	35856	09/12-18
** New Orleans	09/05/88	35857	10/03-09
Little Rock	09/19/88	35858	10/17-23
Indianapolis	09/26/88	35859	10/24-30
Worcester	10/03/88	35860	10/31-11/06
Chicago	10/10/88	35861	11/07-13
New York	10/17/88	35862	11/14-20

* date may change
** Venue/city may change

2040560178

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

RETAIL PROMOTIONS

STEP 3

PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Selected MPA's **DATE:** November 23, 1987

FROM: D. Nelson

SUBJECT: Virginia Slims Tennis A-1 Promotion

January through October Virginia Slims will offer a 30 carton A-1 promotion in 17 selected Virginia Slims Tennis markets. The A-1 will feature a free tennis cap with every carton purchase.

Listed below are the tennis markets with targeted placement dates:

Market	Placement Date	Event Date
Dallas	1/4/88	2/8-14
San Francisco	1/11/88	2/15-21
Washington, D.C.	1/18/88	2/22-28
Oklahoma City	1/18/88	2/22-28
Wichita	1/25/88	2/29-3/6
Boca Raton	2/1/88	3/7-13
Houston	3/14/88	4/18-24
Newport, RI	6/13/88	7/11-17
San Diego	6/20/88	7/25-31
Los Angeles	6/27/88	8/1
* Phoenix	8/8/88	9/12-18
**New Orleans	9/5/88	10/3-9
Little Rock	9/19/88	10/17-23
Indianapolis	9/26/88	10/24-30
Worcester, MA	10/3/88	10/31-11/6
Chicago	10/10/88	11/7-13
New York	10/17/88	11/14-20

* Date may change
** Venue/city may change

Materials

Materials for the Virginia Slims Tennis A-1 promotion include:

30 carton display - $6.00 placement payment -- 10 per Sales Rep
Poster (one per display)
Sell sheets

Use promo code 001 when reporting placements via the ICR.

2040560179

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Drop shipping of incentives for the first seven markets will begin by December 31. All the materials will be delivered to POS depots one week before the placement date.

If you have any questions, contact Susan Charney, NYO, ext. 2370. Susan will be contacting you shortly with a follow-up memo detailing specifics, including the manpower list.

/lc

cc: G. Chapman
S. Charney
L. Glennie
S. Sabella
Selected Region Directors
Selected Asst. Region Directors
Selected Section Managers

2040560180

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

RETAIL PROMOTIONS

STEP 4

Selected MPA's

November 23, 1987

Susan Charney

VIRGINIA SLIMS TENNIS CAP OFFER

Planning is now finalized for the 1988 Virginia Slims Tennis Cap A-1 promotion.

Each of the selected market sales representatives will receive the following materials:

ITEM	QTY
Sell Sheets	10 per rep
30 carton A-1 display	10 per rep
Decals to be placed on A-1 display header	10 per rep
Incentives packed 30 per case	10 cases per rep
In-store poster packed with A-1 display	10 per rep

Materials will be shipped to each sales representatives normal POS depot (A list of selected sales representatives is attached.)

For planning purposes, a chart indicating placement dates for each market as well as a breakdown by market of materials allocations, POS numbers and item descriptions are attached.

Please call me on extension 2370 if you have any questions.

SC:jas

cc: Selected Section Managers
I. Broeman
G. Chapman
J. Cunningham
H. Foster
L. Gambarelli
L. Glennie
F. Goehl
C. Leiber
D. Nelson
S. Sabella
S. Troia
T. Walsh

2040560181

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PLACEMENT SCHEDULE

Market	Markets Arrive In Field	Commence Placement	Event Begins
Dallas	01/04/88	01/07/88	02/08/88
San Francisco	01/04/88	01/11/88	02/15/88
Washington, D.C.	01/11/88	01/18/88	02/22/88
Oklahoma City	01/11/88	01/18/88	02/22/88
Wichita	01/18/88	01/25/88	02/29/88
Boca Raton	01/25/88	02/01/88	03/07/88
Houston	03/07/88	03/14/88	04/18/88
Newport, R.I.	06/06/88	06/13/88	07/11/88
San Diego	06/13/88	06/20/88	07/25/88
Los Angeles	06/20/88	06/27/88	08/01/88
* Phoenix	08/01/88	08/08/88	09/12/88
** New Orleans	08/25/88	09/05/88	10/03/88
Little Rock	09/12/88	09/19/88	10/17/88
Indianapolis	09/19/88	09/26/88	10/24/88
Worcester	09/26/88	10/03/88	10/31/88
Chicago	10/03/88	10/10/88	11/07/88
New York	10/10/88	10/17/88	11/14/88

* date may change
** venue/city may change

2040560182

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

POS NUMBERS

Market	A-1 Display	Decals	Incentive
Dallas	35703	35846	35845
San Francisco	35703	35847	35845
Washington, D.C.	35703	35848	35845
Oklahoma City	35703	35849	35845
Oklahoma City (IGA)	35703	35863	35845
Wichita	35703	35850	35845
Boca Raton	35703	35851	35845
Houston	35703	35852	35845
Newport	35703	35853	35845
San Diego	35703	35854	35845
Los Angeles	35703	35855	35845
Phoenix	35703	35856	35845
New Orleans	35703	35857	35845
Little Rock	35703	35858	35845
Indianapolis	35703	35859	35845
Worcester	35703	35860	35845
Chicago	35703	35861	35845
New York	35703	35862	35845

2040560183

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

MATERIALS ALLOCATION

Market	A-1 Display/ Poster	Sell Sheets	Decals	Packaged Incentives
Dallas	340	340	340	10,200
San Francisco	270	270	270	8,100
Washington, D.C.	210	210	210	6,300
Oklahoma City	65	65	65	1,950
Oklahoma City (IGA)	75	75	75	2,250
Wichita	40	40	40	1,200
Boca Raton	100	100	100	3,000
Houston	280	280	280	8,400
Newport	150	150	150	4,500
San Diego	110	110	110	3,300
Los Angeles	520	520	520	15,600
Phoenix	120	120	120	3,600
New Orleans	90	90	90	2,700
Little Rock	40	40	40	1,200
Indianapolis	110	110	110	3,300
Worcester	180	180	180	5,400
Chicago	340	340	340	10,200
New York Metro.	1,360	1,360	1,360	40,800

2040560184

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

DALLAS

MANPOWER

SR's (34)

52-01-01 to 06
52-02-01 to 06
52-07-01 to 08
52-10-01 to 10
52-11-04
52-12-01
52-12-02
52-12-07

TOTAL MANPOWER = 34

2040560185

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SAN FRANCISCO

MANPOWER

SR's (26)

71-04-01 to 06
71-03-01 to 03, 05 & 07
71-08-01 to 06
71-09-05 to 06
71-10-02 to 06
71-10-02, 05 & 06

TOTAL MANPOWER = 26

2040560186

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

WASHINGTON, D.C.

MANPOWER

SR's (21)

22-02-02 to 06
22-03-01 to 08
22-05-01 to 06
22-06-07
22-07-06

TOTAL MANPOWER = 21

2040560187

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

OKLAHOMA

MANPOWER

SR's (14)

52-09-01 to 08
52-05-01 to 06

TOTAL MANPOWER = 14

2040560188

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

KANSAS

MANPOWER

SR's (4)

61-01-01, 03 & 05
61-11-03

TOTAL MANPOWER = 4

2040560189

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FLORIDA

MANPOWER

SR's (10)

34-02-05 & 06
34-03-01 to 06
34-04-01 & 02

TOTAL MANPOWER = 10

2040560190

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

HOUSTON

MANPOWER

SR's (28)

53-01-01 to 06
53-02-01 to 04 & 06
53-03-04 to 07
53-07-01 to 06
53-09-05
53-12-01 to 06

TOTAL MANPOWER = 28

2040560191

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NEWPORT, R.I.

MANPOWER

SR's (15)

12-08-01 to 06
12-08-15
12-05-01 & 02
12-05-05 & 06
12-03-05 & 06
12-09-05
11-06-04

TOTAL MANPOWER = 15

2040560192

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SAN DIEGO

MANPOWER

SR's (11)

73-01-01 to 06
73-06-01 to 04 & 06

TOTAL MANPOWER = 11

2040560193

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

LOS ANGELES

MANPOWER

SR's (52)

72-01-01	72-02-01	72-03-01	72-06-01
72-01-02	72-02-02	72-03-02	72-06-02
72-01-03	72-02-03	72-03-03	72-06-03
72-01-04	72-02-04	72-03-04	72-06-04
72-01-05	72-02-05	72-03-05	72-06-05
72-01-06	72-02-06	72-03-06	72-06-06
72-07-01	72-08-01	72-09-01	72-11-01
72-07-02	72-08-02	72-09-02	72-11-02
72-07-03	72-08-03	72-09-03	72-11-03
72-07-04	72-08-04	72-09-04	72-11-04
72-07-05	72-08-05	72-09-05	72-11-05
72-07-06	72-08-06	72-09-06	72-11-06
	72-08-07		72-11-07
	72-08-08		
	72-08-09		

TOTAL MANPOWER = 52

20405601 94

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ARIZONA

MANPOWER

SR's (12)

73-05-01 to 06
73-09-01 to 06

TOTAL MANPOWER = 12

2040560195

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NEW ORLEANS

MANPOWER

SR's (9)

51-06-01 to 09

TOTAL MANPOWER = 9

2040560196

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FAIRFIELD, CT

MANPOWER

SR's (5)

12-01-01 to 05

TOTAL MANPOWER = 5

2040560197

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NORTH JERSEY

MANPOWER

SR's (52)

15-01-01 to 09
15-02-01 to 07
15-03-02, 04,05 & 06
15-04-01 to 06
15-05-01 & 02
15-07-01 to 06
15-08-01 to 06
15-09-01 to 06
15-10-01 to 06

TOTAL MANPOWER = 52

2040560198

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NEW YORK METRO

MANPOWER

SR's	(79)
13-08-01	to 06
14-01-01	to 06
14-02-01	to 06
14-03-01	to 07
14-04-01	to 06
14-05-01	to 06
14-06-01	to 09
14-07-01	to 06
14-08-01	to 06
14-09-01	to 07
14-10-01	to 07
14-11-01	to 07

TOTAL MANPOWER = 79

2040560199

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CHICAGO

MANPOWER

SR's (34)

43-04-03 & 04
43-05-01 to 06
43-06-01 & 02
43-07-01 & 02
43-07-04 to 06
43-05-07 & 08
43-10-01, 02 & 06
43-08-01 & 06
43-07-03
43-06-03 to 06
43-04-01, 02 & 05
43-10-04 & 05
43-09-04 & 05

TOTAL MANPOWER = 15

2040560200

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

NEW ENGLAND

MANPOWER

SR's (18)

12-03-01 to 06
12-06-01 to 05
12-02-04 & 05
11-09-01 to 05

TOTAL MANPOWER = 18

2040560201

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

INDIANAPOLIS

MANPOWER

SR's (11)

42-02-01 to 06
42-08-01 to 04 & 06

TOTAL MANPOWER = 11

2040560202

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ARKANSAS

MANPOWER

SR's (4)

54-05-01 & 02
54-04-01 & 02

TOTAL MANPOWER = 4

2040560203

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

RETAIL PROMOTIONS

STEP 5

PHILIP MORRIS U.S.A. **INTEROFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mike Mancuso **DATE:** May 20, 1988

FROM: Bernadette H. Carroll

SUBJECT: VIRGINIA SLIMS - TENNIS CAP PROMOTION - LOS ANGELES

Prior to the Virginia Slims Tennis Tournament to be held in Los Angeles, CA our Field Sales Force will place special 30 Carton Bins featuring a V.S. Tennis Cap.

Please arrange to ship the following materials to the territories listed on the attached sheet for delivery on or before June 20, 1988.

ITEM	ITEM#	QUANTITY PER SALES REP
30 Carton Display Decal	42515	10
30 Carton Generic Display	35703	10
Sell Sheets	35702	10
Incentive	35845	10 cases

All materials currently on hand at CDC.

Thank you for your assistance. If you have any questions, please let me know.

Bernadette

BHC/er
Attachment

cc: F. Alfieri
I. Broeman
G. Chapman
S. Charney
J. Cunningham
S. Donovan
R. Dzurilla
H. Foster
L. Glennie
T. Goodale
C. Leiber
J. Nellenbach
D. Nelson
T. O'Hirok - MPA - Section 72
N. Recine
S. Sabella
T. Walsh
J. Woods

2040560204

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

LOS ANGELES

MANPOWER

SR's (52)

72-01-01	72-02-01	72-03-01	72-06-01
72-01-02	72-02-02	72-03-02	72-06-02
72-01-03	72-02-03	72-03-03	72-06-03
72-01-04	72-02-04	72-03-04	72-06-04
72-01-05	72-02-05	72-03-05	72-06-05
72-01-06	72-02-06	72-03-06	72-06-06
72-07-01	72-08-01	72-09-01	72-11-01
72-07-02	72-08-02	72-09-02	72-11-02
72-07-03	72-08-03	72-09-03	72-11-03
72-07-04	72-08-04	72-09-04	72-11-04
72-07-05	72-08-05	72-09-05	72-11-05
72-07-06	72-08-06	72-09-06	72-11-06
	72-08-07		72-11-07
	72-08-08		
	72-08-09		

TOTAL MANPOWER = 52

2040560205

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #1507
PM INC. REV 4/80
COMP D4446A/A142

PURCHASE REQUISITION

P. O. NO _____

ORDER FROM: _____

SHIP TO: _____

DATE: _____ 19 ____

REQ. NO.: _____

TERMS: _____

F.O.B. _____

QUANTITY	ITEM	UNIT PRICE	TOTAL

2040560206

PURPOSE _____

DATE REQUIRED _____

DELIVER TO _____ DEPT. _____

ACCTG. CODE _____ ACCTG. DEPT. APPROVAL _____

PREPARED BY _____

DEPARTMENTAL APPROVAL _____

EXECUTIVE APPROVAL _____

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #2722
PM USA 8/90
COMP A50 (9)

PHILIP MORRIS U.S.A.
VOUCHER

DATE: ___/___/___

PAYEE: _____ EXPLANATION OF PAYMENT: _____

PAYEE FEDERAL TAX ID ___-_____ OR SS NUMBER ___-___-____

INVOICE AMOUNT: $ _____ PROJECT CODE: _____

RETURN TO NAME: _____ ACCOUNTING CODE: _____

DATE DUE: ___/___/___ EXTENSION: _____ INVOICE APPROVAL: _____

FOR CASH CONTROL USE:

BANK CODE: _____ COMPANY: _____

CHECK NUMBER: _____ CHECK DATE: ___/___/___ AMOUNT: _____

FOR ACCOUNTING USE ONLY:

VOUCHER: _____ ACTION: A

VENDOR: _____ CORP NO: NY 200

INV TYPE: ____ INV DATE: _____ ZIP CODE: _____ BATCH ID: _____

AMOUNT: _____ INV NO: _____ PO NO: _____

DISC: ____ _____ PER YR _____ SEP CHK: ____

TERMS: ____ _____ BANK: ____ SEP HND: ____

USE/SALE: ____ _____ U/S JURS: ____ _____ FRT VEND: ____

FREIGHT: _____ DIST AP: ____ DUPLIC: ____

1099 AMT: _____ 1099 CD: ____ MATCH: ____

CK/DESC: ____ _____ MISC: ___ ___ ___ TRAVEL CD: ____

HOLD: ____ PPD/VOID: _____ _____ RETURN: _____

2040560207

GL ACCOUNT	PO LINE NUMBER	PART/DESC	UM	QTY	AMOUNT
NY200					
NY200					
NY200					
Y200					

(1) ACCTG AUDIT _____ (2) ACCTG APPROVAL _____ (3) DATA ENTRY _____

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #2722
PM USA 8/90
COMP A50 (9)

PHILIP MORRIS U.S.A.
VOUCHER

DATE: 12 / 28 / 90

PAYEE: Strakes Flowers Inc.
1140 Lexington Avenue
New York, NY 10021

EXPLANATION OF PAYMENT:
for award for Steffi Graf - VS Chps-

PAYEE FEDERAL TAX ID ___-_____ OR SS NUMBER ___-___-____

INVOICE AMOUNT: $ 500.00

PROJECT CODE:

RETURN TO NAME: Deane Weissman

ACCOUNTING CODE: 044-137-4401-16-E12

DATE DUE: 1 / 9 / 90 EXTENSION: 3476

INVOICE APPROVAL:

FOR CASH CONTROL USE:

BANK CODE: COMPANY:

CHECK NUMBER: CHECK DATE: / / AMOUNT:

FOR ACCOUNTING USE ONLY:

VOUCHER: ACTION: A

VENDOR: CORP NO: NY200

INV TYPE: INV DATE: ZIP CODE: BATCH ID:

AMOUNT: INV NO: PO NO:

DISC: PER YR SEP CHK:

TERMS: BANK: SEP HND:

USE/SALE: U/S JURS: FRT VEND:

FREIGHT: DIST AP: DUPLIC:

1099 AMT: 1099 CD: MATCH:

CK/DESC: MISC: TRAVEL CD:

HOLD: PPD/VOID: RETURN:

GL ACCOUNT	PO LINE NUMBER	PART/DESC	UM	QTY	AMOUNT
NY200					
NY200					
200					

(1) ACCTG AUDIT (2) ACCTG APPROVAL (3) DATA ENTRY

2040560208

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #3436NY
PM USA REV. 07/90
P.O.S. #22013
COMP 50(15)

PHILIP MORRIS USA

IN-HOUSE REQUISITION/SHIPMENT REQUEST

A — ☐ INDIVIDUAL SHIPMENTS. USE SEPARATE REQUEST FOR EACH SHIPMENT:

1. SHIP TO: POS ADDRESS ☐ SPECIAL ADDRESS ☐

TERRITORY NUMBER ☐☐ - ☐☐ - ☐☐

PICK LIST #

2. PREFERRED DELIVERY DATE: _____

3.

P.O.S. #	DESCRIPTION OF ITEM	PACKING FACTOR	UNIT QUANTITY REQUESTED

For Additional Items Affix a Second Requestion

B — ☐ SPECIAL INSTRUCTIONS: _____

REQUESTED BY: _____ EXTENSION: _____ DATE: _____

DEPARTMENT: _____ BUILDING: _____ FLOOR: _____

OVERNIGHT/AIR SHIPMENTS, DIRECTOR'S APPROVAL: _____

DEPARTMENT CHARGE CODE: _____

DISTRIBUTION: **ORIGINAL:** MATERIAL LOGISTICS
DUPLICATE: REQUESTOR

2040560209

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Distribution DATE: April 27, 1990

FROM: Tim Ryan

SUBJECT: Shipping Time Table

STATE	SERVICE TIME	STATE	SERVICE TIME
Alabama	4 Days	Montana	6 Days
Alaska	15 Days	Nebraska	5 Days
Arizona	6 Days	Nevada	6 Days
Arkansas	4 Days	New Hampshire	2 Days
California	6 Days	New Jersey	1 Day
Connecticut	2 Days	New Mexico	6 Days
Colorado	6 Days	New York	1-2 Days
Delaware	2 Days	North Carolina	4 Days
Florida	4 Days	North Dakota	6 Days
Georgia	4 Days	Ohio	3-4 Days
Hawaii	15 Days	Oklahoma	5 Days
Idaho	7 Days	Oregon	6 Days
Illinois	4 Days	Pennsylvania	2 Days
Indiana	4 Days	Rhode Island	2 Days
Iowa	5 Days	South Carolina	4 Days
Kansas	5 Days	South Dakota	6 Days
Kentucky	5 Days	Tennessee	4 Days
Louisiana	5 Days	Texas	4 Days
Maine	3 Days	Utah	6 Days
Maryland	2 Days	Vermont	2 Days
Massachusetts	2 Days	Virginia	2 Days
Michigan	5 Days	Washington	6 Days
Minnesota	5 Days	Washington D.C.	2 Days
Mississippi	4 Days	West Virginia	4 Days
Missouri	4 Days	Wyoming	6 Days

2040560210

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PHILIP MORRIS USA MARKETING AND SALES

PURCHASING GUIDELINES

AND

OPERATING PROCEDURES

SEPTEMBER 1988

2040560211

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PURCHASING GUIDELINES AND OPERATING PROCEDURES

TABLE OF CONTENTS

SECTION	DESCRIPTION	PAGE
I	FOREWORD	1
II	PURPOSE	1
III	SCOPE	1
IV	BASIC PURCHASING PHILOSOPHY	2
V	RESPONSIBILITY	3
VI	PROCUREMENT METHODS	3-6
VII	RUSH ORDERS	6
VIII	APPROVALS	7
IX	REQUISITION/PURCHASE ORDER PROCEDURES	7-11
X	PERSONAL PURCHASES	11

2040560212

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

I. FOREWORD

This manual is designed to facilitate understanding of the purchasing guidelines and operating procedures of the Philip Morris USA Marketing and Sales Departments and to serve as an instructional tool in our personnel training process.

The information contained in this manual represent the basic intentions and goals of Management with respect to the procurement of promotional goods and services.

It is the responsibility of all individuals involved in the requisitioning and purchasing of goods and services to be familiar with and comply with these guidelines and procedures.

II. PURPOSE

The purpose of this manual is to clearly define the responsibilities of the Purchasing Department and to establish operating guidelines for the procurement of materials, services, design and promotional concepts, etc.

Clearly defined responsibilities are needed to ensure that:

A. Materials and services are bought through the greatest value adding combination of high quality, low cost, innovativeness, timely delivery and superior service.

B. Philip Morris USA Marketing and Sales presents a unified, consistent image to the supplier marketplace allowing it to maximize its bargaining leverage.

C. Internal users of purchasing services and outside suppliers understand how the purchasing process works and can expect fair, objective, cost effective results.

III. SCOPE

These guidelines and procedures apply to all USA Marketing and Sales personnel involved in the requisition of goods and services through the Purchasing Department.

Any questions regarding the application or interpretation of the policies and procedures should be referred to the Director of Purchasing.

The manual will be revised, as required, to meet new needs and conditions. Supplements will be distributed as they become available.

2040560213

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

IV. BASIC PURCHASING PHILOSOPHY

Costs incurred for the purchase of goods and services are and will continue to be a significant component of our USA Marketing and Sales efforts. The basic philosophy of the Purchasing Department is to constantly seek the best value for the goods and services we receive.

Successful purchasing requires a cooperative effort among buyers, users and the various staff support groups. A necessary part of this cooperative process is the recognition that all parties share the same goal: to achieve the highest value combination of high quality, low cost, timely delivery and superior service.

The basic purchasing policy of the Company may be summarized as follows:

A. To procure quality materials and services at the lowest possible cost consistent with the standards required by the user function. While price is an important consideration, it is not to be the sole determining factor in supplier selection. Order placement is based on the total value provided, including service, quality, terms, delivery and long-range viability as a supplier.

B. To ensure an uninterrupted supply of quality materials and services by developing and maintaining a pool of qualified suppliers. On critical items, a minimum of two suppliers will be utilized.

C. To closely monitor industry trends and vendor practices and performance.

D. To maintain the confidentiality of all price and proprietary information submitted by our suppliers.

E. To maintain a clear audit trail for financial management to review.

F. To conduct the purchasing activity in compliance with PM USA and Corporate Financial Policies and all applicable local, state and federal laws.

2040560214

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

V. RESPONSIBILITY

A. All purchase commitments are to be made exclusively by the Purchasing Department. Only representatives of the Purchasing Department shall commit to an outside vendor or give any information regarding competitive performance, final approval or price. Negotiations involving contractual consideration for promotional goods and services should not be initiated without the knowledge and assistance of the Purchasing Department.

B. The Purchasing Department is responsible for the following business activities.

1. Purchasing all requirements of PM USA Marketing and Sales with the exception of the items noted below in Section C.

2. Establishing and maintaining purchasing files containing all pertinent information relating to any and all purchase commitments.

3. Ensuring that all necessary approvals are obtained by the requestor and the maintenance of signing authority levels.

4. Developing, issuing and interpreting PM USA purchasing guidelines and operating procedures.

C. The Purchasing Department is not responsible for the procurement of insurance, travel arrangements, consulting services, seminars, presentations, publications or other standardized media, leases or real estate, office or warehouse space, facility maintenance contracts, automobiles used by the sales force, design services, art services, direct marketing production and fulfillment services. Purchasing is also not responsible for the negotiation of personal performance and venue contracts utilized in the Events Marketing Department.

VI. PROCUREMENT METHODS

Fundamentally, there are two methods of acquiring the materials and services that the USA Marketing and Sales Departments require: competitive and negotiated purchasing. Competitive purchasing is the preferred method and will be used whenever possible. Regardless of which method is used, appropriate documentation or an explanation supporting vendor selection will be maintained on file.

2040560215

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

A. Competitive Purchases

Whenever possible, goods and services will be purchased by competitive bidding. The lowest bid, submitted by a qualified supplier, shall be accepted unless there are compelling reasons that dictate otherwise. If that is the case, the decision to award the business to other than the low bidder must be justified in writing and attached to the purchase requisition.

All competitive bid purchases fall into one of the following categories.

Class I

Purchases of less than $10,000. Written bids are not required and Purchasing will select the most qualified supplier based on past performance and pricing history.

Class II

Purchases that fall between $10,000 and $100,000 in total value. In these cases, except as noted in Section 2, Page 5, competitive bids are required from at least three qualified suppliers. Decisions to award the job to other than the lowest bidder for reasons of quality must be approved by both the Director of Purchasing and the VP Marketing Services.

Class III

Purchases that exceed $100,000. In these cases, sealed bids must be secured from a minimum of three qualified suppliers. Purchasing will issue the request for bid forms and set up the bid review meeting. The bid review meeting will be attended by the requesting Manager, Accounting, Purchasing Manager and the Director of Purchasing. The bids will be opened in the presence of all the above parties, tabulated and the job awarded to the low bidder. A decision to award the job to other than the low bidder must have the approval of the VP Marketing Services and the VP Marketing.

2040560216

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Exceptions to the competitive bidding process outlined above are limited to the following situations:

1. For purchases of printed promotional materials for the Product Promotion Plan and outdoor posters, competitive bids will be solicited for both semi-annual and annual projected quantities. The bids will be reviewed with the Director of Purchasing and in instances where economies of scale result in meaningful cost savings, the longer term will be chosen, providing such action does not hinder the development of secondary sources of supply. Regardless of which term is selected, the bid award will be formalized by issuing a letter of agreement stipulating specifications, pricing and the term of the agreement. Confirming purchase orders will be issued against the letter of agreement.

2. For purchases of printed materials (e.g. training brochures) having a value of $10,000 to $25,000, the solicitation of three written bids is not required. However, at least one alternative verbal price quotation must be secured and recorded in the file prior to awarding the job. The Director of Purchasing or the group Purchasing Manager may request written bids at their discretion.

B. Negotiated Purchases

Negotiated purchases include: reruns or blanket orders placed directly with a proven vendor, as well as other negotiated purchases.

1. Reruns - Purchases up to $50,000 which are being reordered, within a one year period of the original order, from a vendor that has been previously qualified with respect to price, quality, delivery and service, may be placed without competitive bids providing the original order was awarded through the competitive bid process. In such cases, the original vendor must remain competitive in all respects. At the end of the one year period, any repeat orders must once again be competitively bid. In addition, the original PO number, order date, quantity and price must be specified on a bid analysis sheet and attached to the original requisition. If there are substantial changes to the specifications of the original order, the new order must be rebid.

2040560217

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

All reruns, with the exception of those items purchased under blanket purchase orders such as regular PPP graphics that exceed $50,000 in value, must be competitively rebid.

2. Blanket (Standing) Orders - May be used to reduce clerical activity and to capture volume discounts when an item is used routinely and in large quantity or a service is performed on a continuing basis. Unless favorable circumstances dictate otherwise, blanket orders may not be issued for more than one year, and the supplier or suppliers may be selected either via competitive bidding or the negotiation process.

3. Creative Supplier Concepts - In the case of creative concepts, it is the general policy of the Company to separate the acquisition of design and promotional concepts from the purchase of related product(s). The development of design and promotional concepts from other than supplier/production sources is encouraged. Where practical, independent sources should be used for this purpose (e.g. sales promotion agencies, designers, etc.) who are reimbursed their services. If the design of a supplier/production source is accepted, the original order should be negotiated; however, subsequent orders are subject to the competitive bidding process.

4. Sole Sources - Wherever possible, items should be designed/selected to permit the use of multiple suppliers and competitive bidding. Where this is not feasible, the contract/order should be negotiated by the Purchasing Department. In addition, Purchasing shall attempt to develop alternative sources of competition for future consideration.

VII. RUSH ORDERS

Rush buying disrupts normal purchasing activity and may increase costs through the lack of competitive price checks. All departments must make every effort to provide Purchasing with timely information on impending purchases to minimize rush orders.

In addition, no rush orders exceeding $50,000 in value will be entered into production without the written approval of the Vice President, Marketing or Sales. To obtain such approval, the requestor must prepare a memo detailing the reasons that established Purchasing policy should be violated. This approval must be secured prior to submitting the requisition to the Purchasing Department.

2040560218

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIII. APPROVALS

A. General

Before any purchase commitment can be made for goods and services other than regular PPP materials, a purchase requisition must be prepared and approved in accordance with the current levels of authorization. A listing of the required approval signatures in the preferred signing order is provided at the end of Section X. (See Attachment A)

In addition to the basic requisition form, all requisitions and contracts exceeding $100,000 in value must be accompanied by a Contract/Purchase Requisition Approval Request Form (See Attachment B). Instructions regarding the completion and submission of requisitions are given in Section IX.

B. Advance Payments

It is company policy not to make advance payments (i.e. payment prior to receipt of goods and services) to suppliers on orders placed. If circumstances necessitate such payment, the action must have the written approval of the Vice President of Finance and Administration or in his absence, the PM USA Assistant Controller before any commitment is made. To obtain such approval, the requestor must submit a written request with justification and a recap of any expenses incurred to date.

C. Change Orders

Change orders that increase the total dollar value of the original purchase order by more than 15%, must be resubmitted for approval signatures as determined by the new total dollar value.

Also, any change orders that increase the total value of the original purchase order so that the new total dollar value exceeds the signing authority of the original approver, must be submitted for approval to the individual(s) authorized to sign for the new total dollar value.

D. Product Promotion Plan

In the case of purchases for the Product Promotion Plan, only the approval of the Director, Purchasing.

IX. REQUISITION/PURCHASE ORDER PROCEDURES

It is Company policy that all purchase commitments over $100.00 are properly documented and approved through the use of purchase requisitions and purchase orders. Because of the many different types of promotional goods and services we purchase, there are a number of different procedures utilized in the requisitioning process.

2040560219

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

These have been broken down into the following categories:

A. Graphics/Temporary Displays
B. Product Promotion Plan Items (PPP)
C. Continuous Permanent POS Items
D. Permanent Retail Promotion/Merchandising Materials
E. Incentives/Premiums
F. Outdoor Advertising
G. Other

A. Graphics/Temporary Displays (e.g. corrugated displays, brochures, posters)

1. A manual purchase requisition (Form 1057) must be completed by the requesting department for all purchases from outside vendors and submitted to the Purchasing Department.

2. This requisition must clearly state the purpose, item requested - including specifications, quantity, date required, shipping instructions, P.O.S. number if applicable, accounting code and departmental approval. (See Attachment C)

3. Purchasing will secure competitive bids as required and award the job accordingly.

4. The vendor, unit price and total amount fields will be completed by Purchasing prior to routing for additional approvals if required. If additional approvals are required, Purchasing will return the requisition to the requesting party. The requesting party is responsible for securing the additional approvals. After all required approvals have been obtained, the requesting department should return the requisition to Purchasing.

5. Purchasing will complete the data entry and issue a final PO.

B. Production Promotion Plan - PPP Items (e.g. sell sheets, set sells, posters)

1. A materials listing memo (See Attachment D) detailing the item description, brand, POS number, quantity, packing factor, shipping instructions and delivery date is generated by the Sales Department and forwarded to the Director of Purchasing. The Purchasing Department will issue a computer generated requisition.

2040560220

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2. The Director of Purchasing will review and approve the requisition.

3. The vendor, unit price and total amount is completed by the Purchasing Agent and a purchase order is issued.

C. Continuous Permanent POS Items (e.g. clocks, metal signs, message boards, etc.)

1. A manual purchase requisition (Form 1057) must be completed by the Manager of Merchandising and submitted to the Purchasing Department. (See Attachment E)

2. The requisition should be complete with respect to the supplier, the item requested - including specifications, quantity, date required, shipping instructions, POS number if required, accounting code and departmental approval.

3. Purchasing will generate a computer requisition and return it to the Manager of Merchandising for review and obtaining the balance of the required approval signatures.

4. The Manager of Merchandising returns the approved requisition along with all pertinent back up materials such as letters of quotation.

5. Purchasing completes the data entry and issues a final PO to the supplier.

D. Retail Promotion/Permanent Merchandising Materials (e.g. B-Racks - System 2000)

1. A computer generated purchase requisition is prepared by the Retail Promotion/Merchandising Materials group and forwarded to the Purchasing Department. This requisition must include: vendor, quantity, POS number if applicable, item description, unit price, total price, shipping instructions, accounting codes and required approval signatures. All quotation letters and bid analysis materials must be attached to the requisition.

2. The Purchasing Department will then generate a final purchase order.

2040560221

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

E. Incentive Purchases (e.g. towels, duffle bags, T-Shirts)

1. A request for Incentives (Form 3761NY) must be completed and submitted to the Purchasing Department.

2. This request must clearly state the program description, brand, type of incentive, critical dates, whether or not samples, proofs or catalog sheets are required, suggested item quantity, description of item and the budget range for each item. (See Attachment F)

3. Purchasing will research the item and present samples, price quotes and production leadtime information to the requesting party.

4. Once the item is finalized, a computer generated requisition is prepared by the Purchasing Department. The requisition will include vendor, quantity, POS number if applicable, item description and specification, unit price, total amount and shipping instructions.

5. The requisition is returned to the requestor who is responsible for the preparation of the cover letter and obtaining the required accounting codes and approval signatures.

6. The requestor returns the completed/approved requisition to the Purchasing Department. Purchasing issues a final purchase order and awards the job.

F. Outdoor Advertising (e.g. 30 sheet posters, dioramas)

1. Posters/Rear Lit Designs - A purchase requisition (Form 1507d for rear lit designs or Form 1507e for Posters) must be completed/approved by the requesting brand group and submitted to the Purchasing Department.

2. Sporting Event Advertising - Requests for sporting event advertising should be completed on the standard requisition. (Form 1507)

3. In either of the above cases, the requisition must include the brand name, ad number, subject, item, posting dates, accounting code, and departmental approval signatures. The final art and mechanicals should accompany the requisition. (See Attachments G and H)

2040560222

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

4. Purchasing will spec out, bid and award the job.

5. Purchasing will complete the vendor, shipping instructions, quantity, unit price, total amounts and delivery date fields on the requisition.

G. Other

1. All requisitions for items such as supplies, furniture, etc. should be completed using the instructions as described in Section A.

H. Purchase Orders

1. PM USA Financial Policy requires that a purchase order be issued for all purchases over $100.00.

2. Purchase orders, including change orders, are issued by the Purchasing Department. Prior to issuing a purchase order the buyer must meet all the necessary bidding requirements, and have in his/her possession all the necessary documentation (i.e. quotation letter, formal closed bids etc.). This documentation must be kept on file in the Purchasing Department.

3. All purchase orders must include quantity, unit price, total amount, delivery date, shipping instruction, item description and payment terms as agreed upon with the supplier.

4. All purchase orders must be signed by the appropriate Purchasing Manager and all orders over $25,000 must be counter signed by the Director of Purchasing.

X. PERSONAL PURCHASES

The Company's purchasing facilities and personnel should not be used by company employees for personal purchases.

2040560223

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT A

Requisition Approval Requirements in Signing Order

Requisition Value	Signing Order
$0 - 10,000	Requestor Manager Group Director Director, Purchasing
$10,001 - 100,000	Requestor Manager Group Director Director, Purchasing VP Marketing Services
$100,001 - 250,000	Requestor Manager Group Director Director, Purchasing VP Marketing Services VP Marketing
$250,001 - 750,000	Requestor Manager Group Director Director, Purchasing VP Marketing Services VP Marketing VP Finance & Administration Executive VP Marketing
Over $750,001	Requestor Manager Group Director Director, Purchasing VP Marketing Services VP Marketing VP Finance & Administration Executive VP Marketing President & CEO

2040560224

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ATTACHMENT B

Project Code:_____
(To be completed by Accounting after approval)

CONTRACT/PURCHASE REQUISITION APPROVAL REQUEST

Project: Title

Vendor: Give name of outside company or individual that is performing service in contract/purchase requisition.

Financial Impact: Total project expenses (Include expenses in contract/purchase requisition and other expenses related to the project; Review in detail below in Financial Elements section). Include period of time.

Responsibility: List name of person having immediate responsibility for this proposal as well as the next highest level of responsibility.

Project Description

- Give synopsis of the project including timing, location and quantities.

Financial Elements

- Recap project cost by major element.
- Summarize any major assumptions, such as coupon redemption, incentive utilization, number of events, etc.
- Provide historical cost information to compare current project costs to previous years. (At least 2 years)
- Discuss any costs that are associated with the project that are not included in the contract or purchase requisition.

Budget Implications

- State whether this project is included in the latest budget and the budgeted amount. If the project is not budgeted, state how it will be funded.

Competitive Bid

- State whether or not the project was competitively bid. (Bid tabulation sheet should be attached to the purchase requisition)

2040560225

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

- Provide justification if the project was not competitively bid or the low bid was not accepted. Review any plans that will be implemented to bid this project in the future.

Approvals

- This form should be utilized on all contract/purchase requisitions that require approval by Frank Resnik, Bill Campbell, Vin Buccellato, David Dangoor or Ellen Merlo. The approval form and the attached contract/purchase requisition should be reviewed and initialed by Purchasing, Marketing Budgets and Accounting prior to approval by senior management.

2040560226

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SAMPLE

PURCHASE REQUISITION APPROVAL REQUEST

Promotion: Carton Incentive for Virginia Slims Ultra Lights National Introduction. (Duffle Bag, Square Tote Bag and Garment Bag.)

Financial Impact: $1,582,340 (See Below)

Coordinator: Herb Foster

Purchase Requisition Description

This purchase requisition is for 525,600 duffle bags and 52,000 matching luggage sets (including a garment bag and square tote bag). The duffle bag promotion will be attached to cartons of Virginia Slims Ultra Lights (VSUL) during the second month of the introduction (November). Inside the duffle bag will be a bounce back card offering the matching luggage set, free with three carton UPC codes. The order quantity for the matching luggage set is based on a 10% redemption rate.

These items were very well received in the existing VSUL test markets.

Financial Elements

As summarized below, the total for this purchase requisition is $1,372,100. This amount includes air freight for the duffle bags to be shipped from the supplier to the packager. Air shipment will ensure prompt shipment to the field so that overlap with B&H Lights Box programs will be minimal. The budget for the VSUL introduction provides $1,510,700 for this A-1 promotion.

	Quantity	Unit Price	Total
VSUL Small Duffle Bags (1)	525,600	$1.825	$ 959,220
VSUL Large Square Tote Bags	52,000	$3.06	159,120
VSUL Garment Bags	52,000	$4.88	253,760
Total Purchase Requisition			$1,372,100

(1) Includes $0.39 per unit for air shipment to packager.

Competitive Bid

These three incentive items were competitively bid and the lowest bidder was selected in each case.

Approvals

JS_____ (See attached memo)
DD_____ (See attached memo)
HS_____ (See attached memo)
WC_____ (See attached memo)
FR_____

Budgets_____

Accounting_____

Purchasing_____

2040560227

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

SAMPLE

ATTACHMENT F

PHILIP MORRIS, U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO:

DATE: August 31, 1988

FROM:

SUBJECT: Request For Incentive(s)

Program Description:

Brand: Marlboro Country Music

2 w/inc. ☐ A-1 On Carton ☐ Liquidator ☐ Giveaways ☐ Trade ☐ Other ☒ sales force

Critical Dates:

Date due in Field: 2/89

Incentive(s) for Brand review due 9/16/88

Include: samples ☒ proofs ☐ catalog sheets ☐

Suggested Item(s)	Estimated Quantity
Sports Bag (not duffle)	4,000

Description of Incentive(s): Size, Color, Logo Treatment, etc. (If required)

Marlboro Country Music Logo
Marlboro Colors

Budget: $8.00 - 10.00

cc:

FORM #3761NY
PM USA 6/87
COMP A50/(5)

2040560228

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Sample

ATTACHMENT G

FORM #1507D
PM INC. REV 7/87
COMP 50(3)

PURCHASE REQUISITION

* P.O. NO _____

* ORDER FROM: _____

DATE: 2 - 16 19 88

REQ. NO.: _____

* SHIP TO: _____

TERMS: _____

F.O.B. _____

QUANTITY *	ITEM	UNIT PRICE *	TOTAL *

Complete and approve a separate requisition for each item. Items indicated by (*) will be completed by Purchasing. Requisition should accompany approved artwork and ordinarily be turned over to Purchasing for production **ten weeks** prior to posting date.

Brand: Virginia Slims Ad No. VSLK-228-cl

Subject: (Caption) Sound of Music

REAR-LIT DESIGNS	POSTING MONTH(S)	YEAR
COMMUTER CLOCK 21 3/4"h x 46 1/4w		
__ Generic		
X Black	June	88
__ Spanish		
DIRECTIONAL CLOCK 14 1/2"h x 30 1/2"w		
__ Generic		
__ Black		
__ Spanish		
TAXI-TOP 14"h x 48"w		
__ New York __ Miami		
SINGLE DIORAMA		
__ 43"h x 62"w		
DOUBLE DIORAMA		
Composite Keylines:		
—43"h x 124"w (Milwaukee)		
—44"h x 125"w (Chicago)		
__ KING SIZE DIORAMA 69"h x 84"w		
__ PIER "A" 87 1/4" x 87 1/4"		
__ PIER "B" 87 1/4" x 87 1/4"		
__ BUS SHELTER 47 1/2"w x 68 1/2"h		
__ AIRPORT MINI SPECTACULAR 29" x 71 1/4"		

Bid Reference:
— This P.O.
— Three Quotes Attached
— See Attached Note
— Other P.O. Z _____

No Bidding Conducted:
— Reprint Within One Year
— Class I, Under $10,000
— Confidential Introduction
— Rush Order
— Unique Product/Supplier
— Other _____
— Approvals: _____

PURPOSE: Outdoor Advertising Program

DATE REQUIRED * (20th of Month Preceding Posting)

DELIVER TO: See "SHIP TO", above DEPT. — —

ACTG. CODE 52Ø 896 bØØ516ØØØØ ACCTG. DEPT. APPROVAL _____

PREPARED BY _____

DEPARTMENTAL APPROVAL _____

EXECUTIVE APPROVAL _____

2040560229

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #1507E
PM INC. REV 7/87
COMP 50(3)

Sample

ATTACHMENT H

PURCHASE REQUISITION

* P.O. NO _____

* ORDER FROM: _____ DATE: 3 - 17 19 88

REQ. NO.: _____

* SHIP TO: _____

TERMS: _____

F.O.B. _____

QUANTITY *	ITEM	UNIT PRICE *	TOTAL *

Complete and approve a separate requisition for each item. Items indicated by (*) will be completed by Purchasing. Requisition should accompany approved artwork and ordinarily be turned over to Purchasing for production **ten weeks** prior to posting date.

Brand: Marlboro Ad No. MARG0218-A1

Subject: (Caption) Slicker Blue

ITEM/POOL:

	* QUAN.	POSTING MONTH	POSTING YEAR
THIRTY-SHEET			
Combined Pool			
T&S Pool			
Resort Pool			
EIGHT-SHEET			
Black			
Spanish x		June/July	1988
TWO-SHEET			
Generic: Commuter/TDI			
NY Subways			
Black: Commuter/TDI			
NY Subways			
Spanish: Commuter/TDI			
NY Subways			
GROCERY/CONVENIENCE			
KING SIZE BUS POSTER 36 x 144			
TRANSIT CAR CARDS			
Horizontal: 11"h x 28"w			
Square: 22"h x 21"w			

Bid Reference:

— This P.O.

— Three Quotes Attached

— See Attached Note

— Other P.O. Z _____

No Bidding Conducted:

— Reprint Within One Year

— Class I, Under $10,000

— Confidential Introduction

— Rush Order

— Unique Product/Supplier

— Other _____

— Approvals: _____

PURPOSE: Outdoor Advertising Program

DATE REQUIRED * (20th of Month Preceding Posting)

DELIVER TO: See "SHIP TO", above DEPT. — —

ACTG. CODE 52Ø 898 bØØ5TØ ACCTG. DEPT. APPROVAL _____

PREPARED BY appropriate signature required

DEPARTMENTAL APPROVAL _____

EXECUTIVE APPROVAL _____

2040560230

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

PURCHASING CONTACT LIST

Director of Purchasing	-	Must sign all purchase requisitions
Manager, Purchasing and Graphics	-	Retail 2 Pack and carton displays
Manager, Incentive Purchasing	-	Oversees purchasing of T-Shirts, incentives, and gifts
Senior Purchasing Agent	-	Specializes in bindery and advertising insertions
	-	P.O.S. materials, banners, leaderboards, and 4 color art production
Purchasing Assistant	-	Production of 2 color materials, cups, napkins and invitations
Purchasing Administrator	-	Assigns purchase order numbers and processes requisitions
Manager, Advertising Production	-	Billboards, transit and outdoor advertising
Materials Coordinator Incentive Purchasing	-	Sources materials such as T-Shirts, pens and table gifts
Traffic Coordinator Purchasing	-	Must assign P.O.S. numbers prior to production
	-	Reviews keylines, legal stats and blue prints for legal purposes

2040560231

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

INVENTORY LEDGER

DESCRIPTION _____

P.O.S. # _____

Date	Quantity	Ship To	YTD Balance

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Form 461
PM INC. REV 1/81

PHILIP MORRIS INTERNATIONAL
REQUEST FOR SHIPMENT OF POINT OF SALE MATERIAL

Date

Customer, Distributor or Representative

Quantity	Description of Item	Value (If To Be Billed)	Replacement Value (If Gratis)

Mode of Shipment (Check One)

Via Insured Parcel Post _____
With Export Order _____
Other (Specify) _____

Remarks: _____

Approved: _____

Account To Be Charged

Instructions

1 - This Form is to be completed in Four Parts
2 - Distribution of Forms

Original	-	Carlstadt Depot
Duplicate	-	For Order Section
Triplicate	-	For Point of Sale Material Inventory
Quadruplicate:	-	For International Accounting

2040560233

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

FORM #2985
PM INT. REV. 5/83
COMP. D4105/28A

PHILIP MORRIS INTERNATIONAL
FREIGHT REQUISITION FORM

Date:

Please arrange to ship the following by air freight:

Item: .

To: .

Value: .

Insurance: . ☐ YES ☐ NO

Freight: . ☐ CHARGE ☐ NO CHARGE

Charge addressee for item: . ☐ YES ☐ NO

(To be supplied by Mailroom): Weight: .

Size: .

FURNISH FLIGHT INFORMATION

TO: _____

EXT.: _____

DEPARTMENTAL SUPERVISORY APPROVAL:

_____

ACCOUNT TO BE CHARGED:

_____

AMOUNT (in U.S. Dollars):

_____

White Copy - Traffic Dept.
Canary Copy - Mail Room
Pink Copy - Int'l. Accounting
Gold Copy - Originating Dept.

2040560234

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CUSTOMS CLEARANCE AND DELIVERY

MATERIALS SHIPPED TO UNITED KINGDOM

1. Address pro-forma invoices to:

   Charles Stewart Ltd.
   530 Chiswick High Road
   London W4
   England

2. Ensure Certificate of Origin accompanies materials where necessary, i.e. cotton T-shirts, towels. (If in doubt, your shipping agent should be able to advise necessity/procedures). This is quite important since goods cannot be cleared without Certificate of Origin if one is required.

3. Consign packages to Charles Stewart Ltd. (+ full address as above) and mark "c/o Rapid Movement/Heathrow."

   (Rapid Movements are our freight agency who will clear and deliver.)

4. Advise Charles Stewart Ltd. by telex (UK 8813735):

   - contents of shipment
   - date sent
   - flight number
   - arrival time Heathrow
   - airway bill number

2040560235

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560236

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

[redacted]

2040560237

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Named Events

2040560238

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ON-SITE OPERATIONS
NAMED EVENTS

Checklist

Manager, Operations, is responsible for all of the following on-site:

- Ensure all Virginia Slims materials have arrived in correct quantities (see list in On-Site Materials section).
- Check tournament facilities and signage (sample court set-ups attached).
- Check Media Center/Interview Room.
- Check player facilities-locker room, lounge, food, etc.
- Collect contractual tickets from promoter and distribute. (Ensure there are no obstructions such as light poles, pillars, etc.). Process special ticket requests, including PM VIPs, players, media, etc.
- Review all on-court promotions and corporate night programs with promoter. Be especially aware of charity-related functions. Compare to previously submitted schedule.
- Identify Giveaway Night location with promoter and oversee Giveaway Night. (If applicable)
- Distribute Virginia Slims materials throughout site (other than Media Center), e.g., pads, pens, etc.
- Implement Virginia Slims' on-court promotions, where applicable.
- Distribute player gift, where applicable.
- Collect advertising tear sheets from promoter and compare to approved Media Plan as well as Philip Morris produced ad slicks (get copies from Coordinator, Operations, in New York office).
- Secure and escort players for Sales Force party.
- Act as a liaison between promoter and players for promotional activities.
- Check Pro-Shop.
- Check samplers.

2040560239

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

ON-SITE OPERATIONS
NAMED EVENTS
(Continued)

- Orchestrate check presentations with promoter and act as Master of Ceremonies. Includes completing the oversized check for the singles winner and having it available for the ceremony (need grease pencil).

- Give final prize money check to the promoter immediately following the singles final, if all tear sheets have been collected and all aspects of contract have been met satisfactorily.

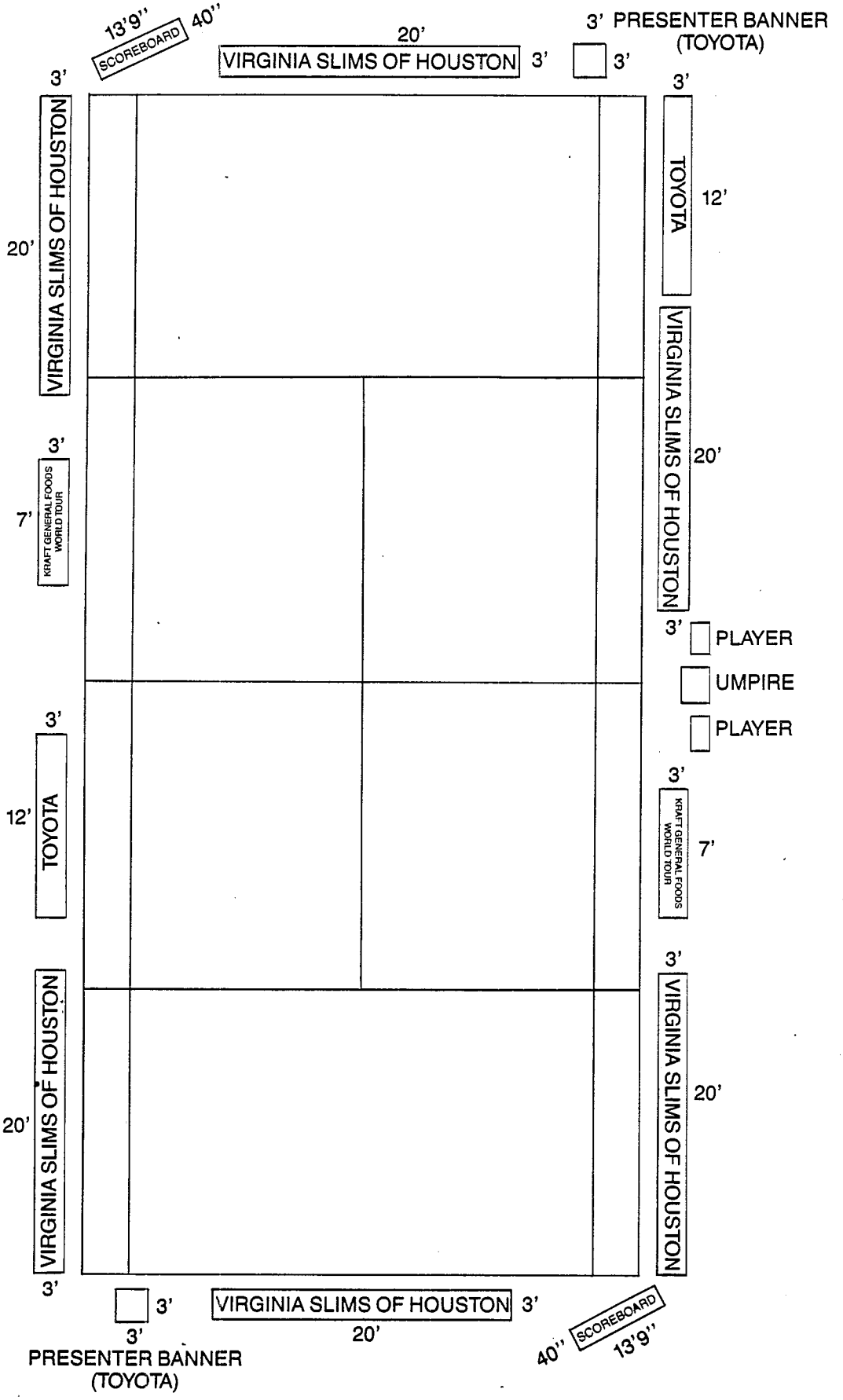
- Submit Tournament Report to manager (sample attached) as soon as possible.

- Affix two "logo only" information signs to umpire chair.

2040560240

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

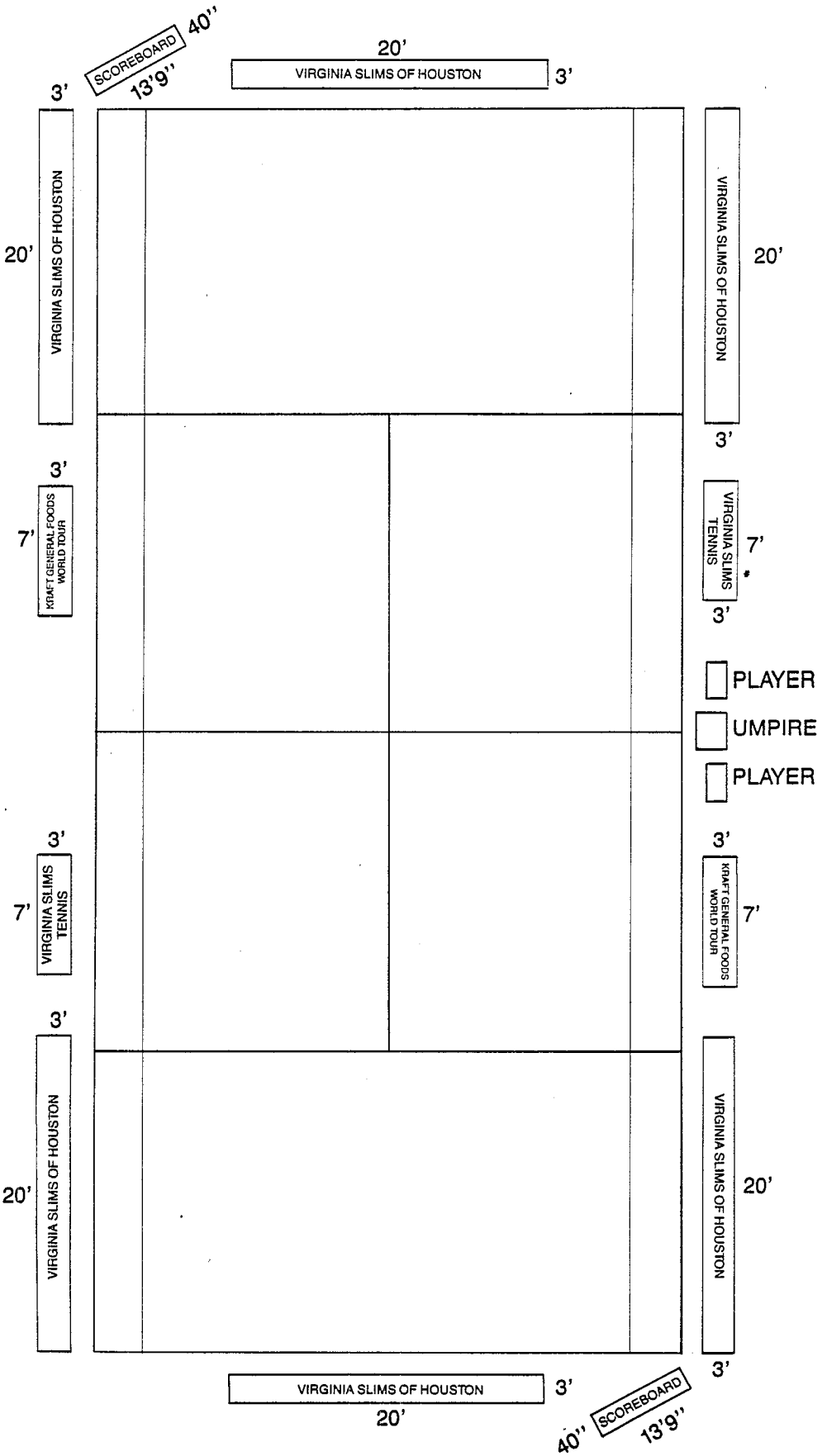
VIRGINIA SLIMS NAMED EVENTS
CENTER COURT SET-UP
(WITH A PRESENTER)



2040560241

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS NAMED EVENTS
CENTER COURT SET-UP
(NO PRESENTER)



20405602 42

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CHECK PRESENTATION FORMAT
(Singles and Doubles)

On Court:
- Announcer/Master of Ceremonies (if applicable)
- Virginia Slims Representative
- Local Sales Force Representative
- Tournament Promoter/Director
- Presenter Representative

Announcer/MC or Tournament Promoter/Director says a few words and introduces the Virginia Slims Representative.

(The Virginia Slims Representative controls the presentation.)

Virginia Slims Representative says a few words -- congratulates both finalists, thanks fans, venue, presenter, promoter, etc. --- and introduces Presenter Representative.

Presenter Representative introduces runner-up(s) and presents check.

Runner up(s) say(s) a few words.

Virginia Slims Representative introduces the winner(s) and introduces the local Sales Force Representative who presents the oversized check to the winner (singles only has oversized check).

Winner(s) say(s) a few words.

Announcer/MC or Tournament Promoter/Director closes presentation.

2040560243

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS
TOURNAMENT REPORT

PART ONE

Name of Tournament _____

Dates _____ Site _____

Prize Money _____ Draw Sizes _____

Promoter _____ Indoor _____ Outdoor _____

Tournament Director _____

Weekly Attendance _____ Stadium Capacity _____

Presenter _____ Contact _____

Singles Winner _____

Doubles Winners _____

Check Presentation Ceremonies Participants _____

_____

Player Gift (if applicable) _____

PART TWO

Sales Force Party

Date _____ Location _____

Time _____ Total Attending _____

Sales Force Contacts _____

Players Attending _____

_____

2040560244

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS
TOURNAMENT REPORT
(Continued)

PART THREE (Player Treatment; Pro-Shop; Sampling; Tickets; Sales Force Response; Key Customer/VIP Entertainment; Ways to Improve; Etc.)

Submitted by:_____ Date: _____

2040560245

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF CHICAGO

PRIZE MONEY: $350,000

LOCATION: University of Illinois - UIC Pavillion

PROMOTER: IMG - Mike Savit/Mary Heath

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $ 280,000

1ST PAYMENT AMOUNT (80%) $ 240,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 110,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM-Section Office #43.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Local Corporate Affairs office and Leo Burnett place many requests.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations, coordinates with promoter and local Sales Force contact.

SAMPLING: No - on college campus.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: Yes - Sunday brunch before match on site.

2040560246

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT C

PROMOTER'S RESPONSIBILITY FOR MEDIA PLAN

Promoter shall submit to PM a detailed Media Plan including Media Schedules in the format attached to this Exhibit C.

As provided in, and subject to the terms of, Section 3.1 of the Agreement, upon approval by PM of the Media Plan, PM shall pay to Promoter the Advertising Payment in the amount of $110,000.00.

T:\Rob\PM\Exhibits\Chicago.Exc

2040560247

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT E

ADDITIONAL TERMS AND CONDITIONS

The following sets forth the additional Terms and Conditions of this Agreement. Failure to comply with any such Terms and Conditions shall be considered a material breach of this Agreement and shall subject such party to all penalties and liabilities set forth in this Agreement.

Promoter shall take the following actions in addition to those required elsewhere in this Agreement:

1. Add lighting to all hallways at the Facility.

2. Carpet all cement floors at the Facility.

3. Take all steps necessary to remedy the "drop-off" at the ends of the Tournament tennis court.

4. Frame the Tournament tennis court with plants for the duration of the Tournament.

5. At a minimum, maintain the size of the Player Lounge at the same size as the 1990 Tournament Player Lounge.

6. Furnish appropriate decorations for the Player Lounge.

7. Take all steps to ensure that practice courts are available for use by Tournament participants from and including the Thursday preceding the Tournament.

8. Provide photographers benches of appropriate height at courtside for the duration of the Tournament.

9. Provide a minimum of 12 automobiles that are clean and in good condition and fully serviced to be available for the duration of the Tournament for use by Tournament participants, Virginia Slims representatives and their guests.

2040560248

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

10. Enlarge the Media Center from the size of the 1990 Tournament Media Center by converting the adjacent hallway into an attractive media dining area and lounge.

11. In addition to all other required security, provide extra security for top-seeded or high-visibility players to be available at such players' request for the duration of the Tournament.

12. Provide a full time locker room attendant for the duration of the Tournament who will be responsible for keeping the Player Lounge and Locker Room clean and attractive and ensuring that there are adequate towels and other supplies available at all times to the Tournament participants.

13. Ensure that the bunting around the Tournament tennis court is attractive and is sufficiently long to reach the floor.

14. Provide winners and runners up with trophy, plate or cup (singles and doubles).

15. Create and provide a player information brochure.

T:\Rob\PM\Exhibits\Chicago

2040560249

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF OKLAHOMA

PRIZE MONEY: $150,000

LOCATION: Greens Country Club - Oklahoma City

PROMOTER: ProServ - Sara Forniciari (Promoter)
Trish Faulkner (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $120,000

1ST PAYMENT AMOUNT (80%) $ 96,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 24,000 Due Final Sunday

ADVERTISING BUDGET: $ 25,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List. Make sure correct logos on other materials they produce (and in advance). Coordinator, Operations, coordinates with promoter/director.

TOURNAMENT MATERIALS: See Tournament Materials List. - Named Events. Coordinator, Operations, coordinates with tournament director.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: Jim Day in Oklahoma and SOPM Section #35.

TOURNAMENT FACILITIES/SIGNAGE: See standard diagram with presenter.

TICKETS: Public Relations Director distributes (if Operations person is not on-site). We give 90% of tickets to Sales Force.

TEAR SHEETS: Public Relations Director collects from promoter on-site.

CHECK PRESENTATION: Public Relations Director coordinates with promoter, Sales Force contact. Public Relations Director becomes contact person if no Operations person is on-site.

SAMPLING: Yes.

SALES FORCE PARTY: On-site.

PRO-SHOP: Yes.

2040560250

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT C

PROMOTER'S RESPONSIBILITY FOR MEDIA PLAN

Promoter shall submit to PM a detailed Media Plan including Media Schedules in the format attached to this Exhibit C.

As provided in, and subject to the terms of, Section 3.1 of the Agreement, upon approval by PM of the Media Plan, PM shall pay to Promoter the Advertising Payment in the amount of $25,000.00.

T:\Rob\PM\Exhibits\Oklahoma.Exc

2040560251

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT E

ADDITIONAL TERMS AND CONDITIONS

The following sets forth the additional Terms and Conditions of this Agreement. Failure to comply with any such Terms and Conditions shall be considered a material breach of this Agreement and shall subject such party to all penalties and liabilities set forth in this Agreement.

Promoter shall take the following actions in addition to those required elsewhere in this Agreement:

1. Maintain an adequate "Smoking Permitted" section in the Gold Racquet Club for the duration of the Tournament.

2. Provide office space for Virginia Slims' exclusive use. The office space must be equipped with a telephone jack and must be in a location convenient to the Media and to Tournament participants.

3. Make the side courts more attractive by, without limitation, providing flowers, bunting and courtside plants.

4. Promoter will reimburse EVENTS, Inc., or be directly responsible for, costs incurred in connection with Promoter's use of copying equipment including but not limited to Promoter's duplication of daily schedules. Promoter will be responsible for all costs associated with such use, e.g. paper and other necessary supplies.

T:\Rob\PM\Exhibits\Oklahoma

2040560252

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF PALM SPRINGS

PRIZE MONEY: $350,000

LOCATION: Bono's Racquet Club

PROMOTER: IMG - Barbara Perry

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%)	$ 224,000	Due	7 Days Prior to Event
2ND PAYMENT AMOUNT (20%)	$ 56,000	Due	Final Sunday

ADVERTISING BUDGET: $ 110,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM-Section Office #55 (Phoenix).

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: VS receives contractual tickets, three sponsor suites (made into one), and two indoor restaurant tables.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: New York Office.

SAMPLING: Yes.

PRO-SHOP: Yes - booth and merchandise.

SALES FORCE PARTY: No.

MISCELLANEOUS: Trade Relations usually holds a customer week-end here.

2040560253

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT C

PROMOTER'S RESPONSIBILITY FOR MEDIA PLAN

Promoter shall submit to PM a detailed Media Plan including Media Schedules in the format attached to this Exhibit C.

As provided in, and subject to the terms of, Section 3.1 of the Agreement, upon approval by PM of the Media Plan, PM shall pay to Promoter the Advertising Payment in the amount of $110,000.00.

T:\Rob\PM\Exhibits\PalmSpr Ex C

2040560254

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT E

ADDITIONAL TERMS AND CONDITIONS

The following sets forth the additional Terms and Conditions of this Agreement. Failure to comply with any such Terms and Conditions shall be considered a material breach of this Agreement and shall subject such party to all penalties and liabilities set forth in this Agreement.

Promoter shall take the following actions in addition to those required elsewhere in this Agreement:

1. Supply ample indoor space for Virginia Slims, Women's Tennis Association and Kraft General Foods offices. All offices must be climate controlled, carpeted and draped and must be kept clean at all times.

2. Provide adequate transportation for Tournament participants, Virginia Slims representatives and designated guests to and from all off-site hotels and to and from the airport for the duration of the Tournament.

3. Provide adequate media working space and interview areas. The media working space must be climate controlled.

4. Provide for substantial catered meals for Tournament participants and designated guests of Virginia Slims. Menus are to be submitted by Promoter to Virginia Slims for Virginia Slims' approval on or before February 10, 1991.

5. Provide monitors in the Media Center for closed circuit viewing of outer-court activities.

6. Provide photographer's benches of appropriate height at courtside for the duration of the Tournament.

2040560255

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

7. Provide two indoor tables in the Facility restaurant for Philip Morris' sole and exclusive use.

8. Provide courts and locker room facilities for all Philip Morris customers and other guests for the duration of the Tournament finals weekend.

9. Provide a player lounge that is subject to approval by Philip Morris. At a minimum, the Player Lounge will be partitioned from the Facility restaurant and will be attractively decorated with trellises and plants. In addition Promoter will supply an attendant to supervise and maintain the Player Lounge and security to assist Tournament participants and guests as requested or as needed for the duration of the Tournament.

10. Ensure that center court and all outer courts at the Facility are clean and in excellent playing condition prior to the commencement of Tournament play and any practice. Promoter must request and obtain a WTA Official's inspection of the courts prior to February 15, 1991 in order to allow time to rectify any problems and must, prior to the Tournament, furnish Philip Morris with a written statement from the WTA that all courts are in satisfactory condition.

11. Ensure that the areas of the Facility Surrounding the courts and that the entrance to the Facility are attractively landscaped.

12. Promoter must plan for, create and maintain for the duration of the Tournament, an attractive, neat exhibit area at the entrance to the Facility. Clear, functional information

2040560256

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

postings will be provided by Promoter to inform Tournament spectators of the locations of courts, ticket windows, amenities and other facilities.

14. Promoter shall provide three private viewing suites to Philip Morris. The suites will be divided into attractive areas but will consist of one large continuous space. Dividers and canopies will be colorful and attractive. The sponsor suites will be furnished with attractive plants, flowers and other decorations. The suites will be carpeted and adequate tables and chairs will be provided.

15. Promoter must submit to Philip Morris a written plan showing compliance with, or the plan of Promoter to achieve compliance with prior to the Tournament, the obligations of Promoter to conform the Facility to the various requirements listed above. The written plan shall include, but shall not be limited to, tent sizes, layout and color schemes, landscaping plans, sponsor suite sizes, decoration, color schemes and amenities and exhibit area layout.

16. Provide winners and runners up with trophy, plate or cup (singles and doubles).

17. Create and provide a player information brochure.

T:\Rob\PM\Exhibits\PalmSpr

2040560257

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF FLORIDA

PRIZE MONEY: $500,000

LOCATION: Polo Club of Boca Raton

PROMOTER: Liddun International - George Liddy (Promoter)
Carrie Cromartie (Vice-president)
Sharon O'Connor (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $400,000

1ST PAYMENT AMOUNT (80%) $320,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 80,000 Due Final Sunday

ADVERTISING BUDGET: $ 115,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM - Section Office #26.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Overwhelming number of ticket requests. Need more tickets (2 additional boxes--total 8 seats-- for Saturday and Sunday only). Must be explicit with will-call instructions (i.e., ready on day-of, not before).

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: New York Office or local Sales Force.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: On site in clubhouse.

2040560258

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT C

PROMOTER'S RESPONSIBILITY FOR MEDIA PLAN

Promoter shall submit to PM a detailed Media Plan including Media Schedules in the format attached to this Exhibit C.

As provided in, and subject to the terms of, Section 3.1 of the Agreement, upon approval by PM of the Media Plan, PM shall pay to Promoter the Advertising Payment in the amount of $115,000.00.

T:\Rob\PM\Exhibits\Florida.ExC

20405602S9

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT E

ADDITIONAL TERMS AND CONDITIONS

The following sets forth the additional Terms and Conditions of this Agreement. Failure to comply with any such Terms and Conditions shall be considered a material breach of this Agreement and shall subject such party to all penalties and liabilities set forth in this Agreement.

Promoter shall take the following actions in addition to those required elsewhere in this Agreement:

1. Take all steps necessary to maintain parking capacity, location and availability at the Facility at the level achieved for the 1990 Tournament and to ensure that problems such as those experienced at the 1989 Tournament do not recur.

2. Provide shuttle transportation for spectators and the Media to and from the outer parking areas.

3. Provide valet parking for designated guests of Virginia Slims in the event VIP parking lots become full.

4. Take all steps to ensure that additional traffic related to non-Tournament functions scheduled at the Polo Club during the Tournament or any Tournament related Event does not impede or otherwise interfere with Tournament traffic or create any other traffic, parking or spectator problems.

5. Provide for Tournament participant security and provide at a minimum three guards to escort Tournament participants between tennis courts, the Locker Room and the Media Center. Have additional security available at all time to assist players,

2040560260

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

particularly those who are top-seeded, with escort, transportation or other security matters.

6. Maintain the size of the 1990 Tournament Media Center and continue to provide a distinct dining area adjacent to the Media Center, with climate control and air conditioning provided in both the Media Center and dining area, and adequate private portable toilets.

7. Provide adequate portable toilets for spectators.

8. Install bleachers on both sides of the outer courts for the duration of the Tournament

9. Provide practice courts that are in addition to those provided at the 1990 Tournament.

10. Ensure that the Player Lounge is available to Tournament participants' guests.

11. Provide substantial meals in the Player Lounge or alternatively provide restaurant passes free of charge to Tournament participants.

12. Provide lodging at a hotel other than the Park Place Hotel.

13. Provide a Virginia Slims Office distinct from the Transportation Office.

14. Provide a separate trailer for, or a divided distinct area for, each of the Virginia Slims, Kraft General Foods and WTA Offices.

15. Ensure that private hospitality areas at the end of the Primary Tournament Court are made fully available to Virginia

2040560261

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

Slims representatives and guests for the duration of the Tournament.

16. Provide photographer's benches of appropriate height at courtside for the duration of the Tournament.

17. Provide ushers for the media section capable of ensuring that security and spectator control of that section is fully achieved.

18. Provide a raised viewing platform for use by local media for the duration of the Tournament.

19. Provide winners and runners up with trophy, plate or cup (singles and doubles).

20. Create and provide a player information brochure.

T:\Rob\PM\Exhibits\Florida

2040560262

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS WOMEN'S TENNIS

TO: Sharon O'Connor **DATE:** February 20, 1991

FROM: Anne K. Person

SUBJECT: Miscellaneous Details/VS of Florida

As you know, Annalee Thurston will be the on-site VS rep at the VS of Florida. Just to summarize our many phone conversations over the past few months:

- Evian will sponsor qualifying weekend.
- Pre-tournament restaurant promotions taking place at Toojays, Pizzeria Uno's and Fridays.
- Annalee will receive 40 programs for customer weekend guests by Wednesday, March 16.
- VS and Liddun will split cost of 150 sweatshirts for volunteers.
- Customer weekend - four courts reserved for Saturday and Sunday, 9:00am - 12:00noon. Annalee is handling all other details directly with Jean Mills (breakfast, ballpersons, etc.)
- Please confirm that we have eight extra box seats for Saturday and Sunday (send invoice to Deane Weissman) and that VS office set-up will be same as last year.

I'll see you soon (somehow!) & best of luck with the tournament!

cc: Deane Weissman
Ina Broeman
Annalee Thurston
Nancy Zimbalist
Shari Barman

2040560263

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF HOUSTON

PRIZE MONEY: $350,000

LOCATION: Westside Tennis Club

PROMOTER: Barbara Perry

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%) $224,000 Due 30 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 85,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM - Section Office #36.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Ensure that Virginia Slims seats are not obstructed by light poles in advance.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: New York Office or local Sales Force.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: VIP Tent.

2040560264

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT C

PROMOTER'S RESPONSIBILITY FOR MEDIA PLAN

Promoter shall submit to PM a detailed Media Plan including Media Schedules in the format attached to this Exhibit C.

As provided in, and subject to the terms of, Section 3.1 of the Agreement, upon approval by PM of the Media Plan, PM shall pay to Promoter the Advertising Payment in the amount of $85,000.00.

T:\Rob\PM\Exhibits\Houston.ExC

2040560265

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

EXHIBIT E

ADDITIONAL TERMS AND CONDITIONS

The following sets forth the additional Terms and Conditions of this Agreement. Failure to comply with any such Terms and Conditions shall be considered a material breach of this Agreement and shall subject such party to all penalties and liabilities set forth in this Agreement.

Promoter shall take the following actions in addition to those required elsewhere in this Agreement:

1. Improve stadium lighting to ensure compliance with WTA and WIPTC rules and regulations and any contractual obligations.

2. Provide consistent decor for all tents and booths.

3. Continue to provide adequate private hospitality areas in addition to the Courtside Club.

4. Work closely with the West Side Tennis Club to better maintain outer courts and the stadium court on a year-round basis.

5. Provide adequate meals for all Tournament participants and one guest each for the duration of the Tournament.

6. Combine Player and Media Dining areas. Provide lattice, pipe and draping, plants, carpeting and artwork to make the combined area attractive.

7. Submit to Philip Morris at its New York headquarters prior to March 14, 1991 a copy of all proposed menus for meals and other food to be provided in connection with the Tournament.

8. Provide six media seats in the North Skyview box.

9. Build an additional tower for the media.

2040560266

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

10. Provide photographer's benches of appropriate height at courtside for the duration of the Tournament.

11. Provide complimentary food and beverages for Tournament participants at the "Meet the Players" party scheduled to take place prior to commencement of the Tournament.

12. Ensure that the officials for Tournament matches are sufficiently experienced to officiate a first-class women's professional tennis Tournament and pay such officials compensation commensurate with that level of experience. Additional officials must be available to fill unexpected requirements as needed.

13. Provide boxholder parking at no extra charge in the event of inclement weather during the Tournament.

14. Provide winners and runners up with trophy, plate or cup (singles and doubles).

15. Create and provide a player information brochure.

T:\Rob\PM\Exhibits\Houston

2040560267

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF ALBUQUERQUE

PRIZE MONEY: $150,000

LOCATION: Albuquerque Tennis Complex

PROMOTER: Trish Faulkner (Promoter)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $120,000

1ST PAYMENT AMOUNT (80%) $ 96,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 24,000 Due Final Sunday

ADVERTISING BUDGET: $ 25,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM Sec.54.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Manager, Operations/Public Relations Director handles distribution.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Local Sales Force.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: TBA.

2040560268

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF LOS ANGELES

PRIZE MONEY: $350,000

LOCATION: Manhattan Country Club

PROMOTER: Jerry Diamond (Promoter)
Jan Diamond (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%) $224,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 120,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM - Section Office #55.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Order 2 additional boxes of four for week-end. Watch closely for locations of contractual seats. Also, order balcony table of four seats 6 months in advance. Corporate Affairs also buys a table.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force Contact.

SAMPLING: Yes.

PRO-SHOP: Yes.

SALES FORCE PARTY: On-site poolside brunch.

2040560269

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF WASHINGTON

PRIZE MONEY: $350,000

LOCATION: William H.G. Fitzgerald Tennis Center

PROMOTER: ProServ -- Josh Ripple (Promoter)
Jeanne Ford (Manager)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%) $224,000 Due 7 Days Prior to Event
2nd PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 100,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List. - Named Events.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: Section #21, SOPM.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Diagram with presenter.

TICKETS: Manager, Operations distributes.
Monitor locations carefully and in advance.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes, with booth.

SALES FORCE PARTY: On-site in hospitality tent.

2040560270

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF CALIFORNIA

PRIZE MONEY: $350,000

LOCATION: Oakland Coliseum

PROMOTER: IMG - Eric van Dillen (Promoter)
Peter Tatum (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%) $224,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 110,000 Due 2 weeks after approval

P.O.S. MATERIALS; See P.O.S. Materials List. Tournament uses Virginia Slims poster only. They print their own counter card, brochure and drawsheet.

TOURNAMENT MATERIALS: See Tournament Materials List. - Named Events.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: Section #53, SOPM.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Diagram with presenter.

TICKETS: Manager, Operations distributes.

TEAR SHEET: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes, with booth.

SALES FORCE PARTY: On-site.

2040560271

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF NASHVILLE

PRIZE MONEY: $150,000

LOCATION: Maryland Farms Country Club

PROMOTER: ISM - Jays Hans/David Lieberman (Promoter)
Sandy Towers (Tournament Manager)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $ 120,000

1ST PAYMENT AMOUNT (80%) $ 96,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 24,000 Due Final Sunday

ADVERTISING BUDGET: $ 25,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: SOPM-Section Office #31.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram.

TICKETS: No problem (allocate majority to Sales Force).

TEAR SHEETS: Public Relations Director collects from promoter on-site.

CHECK PRESENTATION: Local Sales Force.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: Yes on site.

2040560272

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

VIRGINIA SLIMS OF PHILADELPHIA

PRIZE MONEY: $350,000

LOCATION: Philadelphia Civic Center

PROMOTER: IMG - Barbara Perry

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: $280,000

1ST PAYMENT AMOUNT (80%) $224,000 Due 7 Days Prior to Event
2ND PAYMENT AMOUNT (20%) $ 56,000 Due Final Sunday

ADVERTISING BUDGET: $ 120,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: TBA.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with Presenter.

TICKETS: Manager, Operations distributes.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: TBA.

2040560273

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

2040560274

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

[redacted]

2040560275

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

CONTRACTUAL OBLIGATIONS FOR NON-NAMED EVENTS
(According to 1991 Rules and Regulations)

1. Tobacco products exclusivity.

2. Right of first opportunity for beer sponsorship.

3. All press releases when referring to the bonus pool, the rankings and/or bonus pool standings, must refer to them as the "Virginia Slims Rankings", the"Virginia Slims Bonus Pool" or the Virginia Slims Bonus Pool Standings".

4. "Virginia Slims Rankings" and Virginia Slims Bonus Pool" must be referenced on the Kraft General Foods leaderboard which is to be placed at a prominent position on-site.

5. The right to produce and distribute press releases about or relating to the Tour.

6. The right to visualize and promote logos and symbols on press releases and leaderboard and on any additional commercial identification negotiated with individual Tour tournaments (United States only).

7. With the agreement of the related tournament, right to distribute posters, banners, brochures and other similar consumer-related "give-away" items only to spectators attending Tour events within the United States.

8. Operations space and press room space at each Tour event free of charge in the United States, to be shared with Kraft General Foods.

   Space in the press room for Slimstat.

   Outlets for at least two telephone and fax lines in operations and press room spaces.

   Virginia Slims will reimburse the tournament for any costs and expenses associated with structural and decorative supplies.

   In Europe and the Rest of the World, space in the press room will be shared with Kraft General Foods.

9. The right to negotiate with individual tournaments in the United States for additional commercial benefits.

2040560276

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000

10. In the United States, receive at least two complete sets of press credentials and two complete sets of operations passes.

    Outside of the United States, receive at least two complete sets of press credentials and two VIP passes.

11. The right to purchase ten priority seats.

2040560277

Source: https://www.industrydocuments.ucsf.edu/docs/fzdl0000